

CITY COUNCIL REPORT



Meeting Date: December 7, 2020
 General Plan Element: *Land Use*
 General Plan Goal: *Create a sense of community through land uses*

ACTION

Palmeraie Phase II 7-ZN-2016#2 and 3-DA-2020

Request to consider the following:

1. Adopt Ordinance No. 4476 approving a zoning district map amendment from Planned Regional Center (PRC) zoning to Planned Regional Center, Planned Shared Development overlay (PRC PSD) zoning, with approval of an amended Development Plan for the site that includes amended development standards for building height up to 90 feet and an increase of the floor area ratio (FAR) to a maximum of 1.0 on a +/- 20-acre site.
2. Adopt Resolution No. 11963 to declare "Palmeraie Phase II Development Plan" as a public record.
3. Adopt Resolution No. 11964 authorizing Development Agreement No. 2020-182-COS.

Goal/Purpose of Request

The proposed zoning district map amendment and Development Plan will allow for development of the Phase II (northern portion) of the Palmeraie development site and the application of the Planned Shared Development (PSD) overlay district across the entire Palmeraie development site. The Phase II proposal is a mixed-use development on the northern half of the vacant site to initially include 41 residential units in 234,000 square feet (with the option for up to 116 units), a maximum 150 hotel units in 48,000 square feet, 62,000 square feet of commercial space, and 48,000 square feet of office space.

Key Items for Consideration

- Proposal includes bonus building height up to a maximum of 90 feet
- Conformance with Scottsdale General Plan and Southern Scottsdale Character Area Plan
- Development of large, vacant site at prominent location
- Community input received in opposition and in favor of proposal
- Development Review Board heard this case on 10/1/2020 and recommended approval with a vote of 6-0
- Planning Commission heard this case on 10/28/2020 and recommended approval with a vote of 5-1

OWNER

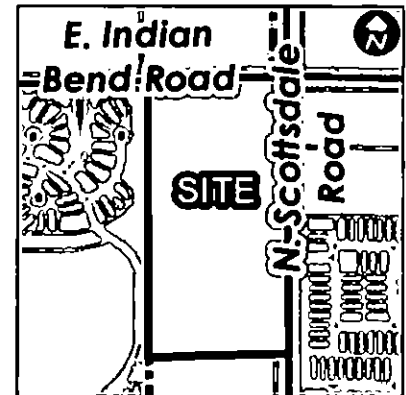
Five Star Development

APPLICANT CONTACT

Jason Morris, Withey Morris, PLC
602-230-0600

LOCATION

6990 N. Scottsdale Road



BACKGROUND

General Plan

The City of Scottsdale General Plan 2001 Land Use Element designates the property as Resorts/Tourism. This land use category is designed for hotels and a variety of resorts, which can be freestanding or part of a resort community or master planned development. Resort locations capitalize on good transportation, the physical amenities of the area, and recreational or shopping opportunities. Hotels or resorts often include some ancillary retail, cultural and recreational uses.

Southern Scottsdale Character Area Plan

The General Plan establishes Character Area Planning as a means to ensure quality of development and consistency of character within the context of community-wide goals. The subject site is located within the Southern Scottsdale Character Area Plan along the Resort Corridor. The Resort Corridor consists of medium to low intensity development and exists along N. Scottsdale Road between E. Highland Drive and E. Indian Bend Road. As per the plan, this corridor contains a mix of land use classifications that support, maintain, enhance, and expand hospitality/tourism land uses in Southern Scottsdale.

Zoning

The site is zoned Planned Regional Center (PRC). The site was rezoned to the PRC in 2017 for the first phase of the Palmeraie proposal. That approval included a stipulation that the second phase (northern portion) of the site return for additional review and approval through the zoning district map amendment process when more details regarding the site were finalized.

Context

Located at the southwest corner of the intersection of E. Indian Bend Road and N. Scottsdale Road the surrounding developments are a mix of office, retail, resort, civic and residential uses. Please refer to context graphics attached.

Adjacent Uses and Zoning

- North: E. Indian Bend Road abuts the site to the north. An existing resort located in Paradise Valley is located further north.
- South: An existing office development is located south of the subject site in the Commercial Office, Parking P-4 District (C-4/P-4) zoning district.

- East: N. Scottsdale Road abuts the site to the east. An existing city park in the Open Space (OS) zoning district and an existing attached single-family subdivision in the Resort/Townhouse Residential (R-4R) zoning district are located further east.
- West: Currently vacant land within Paradise Valley. Planned for resort, single-family residential and attached single-family residential uses.

Other Related Policies, References:

Scottsdale General Plan 2001, as amended

Southern Scottsdale Character Area Plan

Scottsdale Road Streetscape Design Guidelines

2013 Citywide Land Use Assumptions Report

Zoning Ordinance

7-ZN-2016 – rezoning of site to current PRC zoning designation

APPLICANT'S PROPOSAL

Development Information

The development of the Palmeraie development site is proposed in two phases. The first phase, approved in 2017, includes retail and office development on the south half of the property. The second phase of the development includes residential, office, hotel and retail uses on the north half of the property. The site will have a grid pattern of streets to access the different buildings on the site with the main site access points provided from E. Indian Bend Road on the north side of the site and N. Scottsdale Road on the east side of the site to on-street and structured parking located throughout the site. Open space areas are largely conglomerated in the central portion of the site to create meaningful spaces for patrons to enjoy, while additional open space areas on the north and east sides of the site will be created as landscape buffers adjacent to the major roadways. The proposed Development Plan intends to provide a connection and continuity with other planned improvements for the Ritz Carlton hotel located adjacent to the site within Paradise valley. Finally, with the approval of the Phase II Development Plan, the application will also establish a Planned Shared Development (PSD) overlay over the entire 20-acre site to allow for the sharing of development standards and requirements for the future subdividing of the site.

- Existing Use: Vacant
- Proposed Use: Mixed Use including retail, office, restaurant, residential
- Property Size: 876,651 square feet / 20.13 acres (gross, overall site)
747,054 square feet / 17.15 acres (net, overall site)
431,249 square feet / 9.9 acres (net, Phase I only)
315,805 square feet / 7.25 acres (net, Phase II only)
- Residential Space: 198,346 square feet (overall site)
- Non-Residential Space: 521,852 square feet (overall site)
- Total Building Area: 720,198 square feet (overall site)
- Floor Area Ratio Allowed: 0.8
- Floor Area Ratio Proposed: 1.0 (achieved through bonus)
- Building Height Allowed: 60 feet (exclusive of rooftop appurtenances)
- Building Height Allowed: 90 feet (inclusive of rooftop appurtenances – with bonus)
- Building Height Proposed: 90 feet (inclusive of rooftop appurtenances)

- Parking Required: 1,764 spaces (overall site)
- Parking Provided: 2,195 spaces (overall site)
- Open Space Required: 165,201 square feet / 3.79 acres (overall site)
- Open Space Required: 78,951 square feet / 1.81 acres (Phase II only)
- Open Space Provided: 99,883 square feet / 2.29 acres (Phase II only)
- Dwelling Units Allowed: 422 units (overall site)
- Dwelling Units Proposed: 41 units initially with up to 116 maximum (overall site)
- Density Allowed: 21 dwelling units per gross acre
- Density Proposed: 2.04 to 5.76 dwelling units per gross acre (overall site)

GENERAL PLAN AND CHARACTER AREA PLAN IMPACT ANALYSIS

General Plan & Southern Scottsdale Character Area Plan

The request conforms to the General Plan description of Resorts/Tourism. The applicant's proposal is intended as a development that complements the Ritz-Carlton resort that is currently in development within the Town of Paradise Valley (PV Ordinance No. 694).

The site was the subject of a Zoning Administrator interpretation that addressed the minimum gross land area requirement of the Planned Regional Center (PRC) zoning district. During the initial development proposal of the Ritz-Carlton resort masterplan in 2009, the applicant requested a determination of the minimum gross land area requirement as it applied to the portion of the overall resort masterplan that resides within the Scottsdale jurisdiction. The portion of the resort masterplan area residing in Scottsdale is approximately 20.13 gross acres. That interpretation established that although the portion of the overall project that resides within the Scottsdale jurisdiction is less than the 25-acre gross land area minimum of the PRC zoning district, the overall project of the Ritz-Carlton masterplan area shares many aspects of the overall development, including infrastructure and ownership, that cross the jurisdictional boundary. As a result, the resort masterplan as a whole far exceeds the minimum 25-acre gross land area requirement and therefore the site could utilize the PRC zoning district for the Scottsdale portion of the project.

The initial phase on the Scottsdale portion of this master planned development will include retail and office, with the second phase to include residential, retail, office and a boutique hotel. The applicant contends that "the master plan contemplates a holistic view of the property that reinforces the resort retail connection" and furthermore will work to "enhance and ensure seamless connections to surrounding and future uses, including the Ritz-Carlton".

The subject site is located within the boundary of the Southern Scottsdale Character Area Plan (SSCAP), which was adopted in October 2010. One of the overarching themes of the plan is to encourage new regional development opportunities as a means to maintain the positive attributes of Southern Scottsdale.

The General Plan Land Use (Goals 1 & 7) and Economic Vitality (Goal 1 and Goal 2, bullet 4) Elements and the SSCAP Land Use (Goal LU 4), Character and Design (Goal CD 8), and Economic Vitality (Goal EV 4) Chapters recognize the community's long-standing role as a major tourism draw and further encourage developments that strengthen and expand this standing. The applicant is proposing a master planned mix of uses in a resort setting as a means to complement the future Ritz-Carlton resort development.

The SSCAP Land Use (Policies LU 1.2 & 1.3, and Goal LU 3), Character & Design (Policy CD 2.1 and Goal CD 7), and Economic Vitality (Goal EV 1) Chapters support corridor (Resort) reinvestment that is pedestrian-oriented and complements, buffers, and is context-appropriate to that which has previously been established. The subject property is a vacant site located within the designated Resort Corridor. The applicant's development proposal will revitalize the site and include a mixture of office, commercial, residential and hotel uses. Finally, the applicant proposes to implement the resort character as envisioned through the SSCAP and Scottsdale Road Streetscape Design Guidelines – including landscaped setbacks similar to adjacent developments along Scottsdale Road, mature plantings, pedestrian engagement within and through the site, and the undergrounding of the 69kV powerlines that run adjacent to Scottsdale Road.

The General Plan Character & Design (Goal 4, 5, and 6) Element encourages the implementation of both streetscapes and public art as a means to promote visual quality and character of an area. The subject site, in particular, falls within the purview of the Scottsdale Road Streetscape Design Guidelines. Objectives of the guidelines include design elements that draw upon the design aesthetics of the resorts, helping reinforce the tourism industry of the area. The applicant states that they will adhere to the Scottsdale Road Streetscape Design Guidelines; furthermore, staff has included stipulations to ensure that future landscaping and hardscape along Scottsdale Road will adhere to and be consistent with such. Finally, the applicant states that interior courtyards will provide “opportunities for artwork to act as major focal points” that complement the project design.

ZONING IMPACT ANALYSIS

Zoning/Land Use

The land use designation of the General Plan and Southern Scottsdale Character Area Plan encourage the use of sites within, or adjacent to, hotels or resorts to include ancillary retail, cultural recreational and shopping uses. Further, the area is part of the identified Resort Corridor and is encourages developments that strengthen and expand the area's standing as a major tourism draw. The applicant's proposal includes a comprehensive summary of the development and how the requested zoning conforms to the goals and policies of the General Plan and Southern Scottsdale Character Area Plan.

The proposed zoning designation of Planned Regional Center (PRC) encourages a mix of uses on the site in a balanced development and is consistent with the General Plan and Southern Scottsdale Character Area Plan. The site and proposed Development Plan are appropriate applications of the PRC zoning district as the site has a large development area and will employ a mix of uses, consistent with the purpose of the PRC zoning district. Outside of the Downtown area, the PRC zoning district is utilized to masterplan large development sites with a mix of uses that focus on pedestrian oriented development carefully integrated by site design. The site utilizes a finer-grain pattern of pedestrian-oriented development consistent with the PRC zoning district purpose and promotes walkability by integrating most on-site parking in underground parking garages allowing for the greatest utilization of store-front space at the pedestrian level.

As it pertains to the area's existing surrounding uses, the proposed development will assist in providing additional shopping, dining, and service uses as an amenity to the adjacent Ritz-Carlton resort located west of the site as well as provide additional residential and office opportunities to the area. As a currently vacant, undeveloped site, the Development Plan has been designed to

provide appropriate open space and buffers while providing contextually-appropriate size and scale for the overall development. The proposed PRC zoning district is consistent with the General Plan's associated zoning designations pertaining to height and densities for abutting and nearby properties. Finally, the large mix of uses on the site promotes the serving of a broad range for the site and surrounding area, consistent with the purpose of the PRC zoning district.

The proposed Phase II portion of the development includes amendments to the property development standards of the PRC zoning district. Those amendments include an increase in the maximum floor area ratio (FAR) for the site from 0.8 to 1.0 and an increase in the maximum allowable building height from 60 feet exclusive of rooftop appurtenances to 90 feet inclusive of rooftop appurtenances. The proposed amendments would allow for up to 150,000 square feet of additional floor area than required under the base standard. To achieve these amended development standards, the Development Plan for the project must demonstrate that certain requirement and criteria have been met, as discussed below.

At the October 28, 2020 hearing of the Planning Commission, Commissioners accommodated the applicant's request to allow an additional 75 dwelling units on the site by modifying the maximum density stipulation of the approval. That modification is incorporated into the Development Plan as presented to the City Council. The total dwelling units allowed increased from 41 to 116.

Additional Requirements for Amended Development Standards

The applicant is requesting amended development standards as a part of the Development Plan for the project. Pursuant to the requirements of Sections 5.2608.D. and 5.2608.E. of the Zoning Ordinance, additional requirements must be met by the Development Plan and additional criteria must be demonstrated to the Development Review Board. The Development Review Board reviewed the proposal at the October 1, 2020 hearing and voted unanimously to forward a recommendation of approval for the proposal to the Planning Commission with a vote of 6-0. The Planning Commission reviewed the proposal at the October 28, 2020 hearing and voted to forward a recommendation of approval to the City Council with a 5-1 vote. Staff confirms that the development proposal meets the applicable requirements and demonstrates the additional criteria. For a detailed analysis of the requirements and criteria, please see Attachment #9.

Planned Shared Development

The purpose of the Planned Shared Development Overlay (PSD) zoning district is to provide the opportunity for application of development standards to a property as defined by its perimeter, rather than applying the standards to the individual lots, tracts, and parcels within the boundaries of the perimeter. The PSD zoning district allows the City Council to grant amended development standards for the purpose of sharing development standards between the lots, tracts, and parcels within the boundaries of the District. Although the property is currently one collective site across two parcels, the property owner has expressed the desire to potentially subdivide the site into more parcels in the future. The applicant's request to apply the PSD overlay to the site is to allow for the sharing of building floor area, open space and density across the future parcels that make up the Development Plan area. Details of the planned shared development are formalized in an associated Development Agreement that is provided as Attachment #5 to this report.

Traffic

The site is currently undeveloped vacant land. The proposed zoning district map amendment and Development Plan is anticipated to generate 15,984 trips generated per day to and from the project site. The development is estimated to generate 970 trips during the AM peak hour, 1,426 trips during the PM peak hour, and 1,386 trips during the Saturday peak hour. This represents a potential increase of 2,803 daily trips (21%) over the previously approved development plan for this site. As part of the street improvements for the site, the developer will be constructing the south half of E. Indian Bend Road as well as the north half of improvements for the 6750 N. Scottsdale Road driveway at the south side of the subject site. Intersection improvements are required at both existing signalized intersections on Scottsdale Road, Indian Bend Road and 6750 N. Scottsdale Road. The project also includes the installation of a roundabout on Indian Bend Road west of Scottsdale Road. With the required street improvements traffic generated by the proposed mixed-use development is not anticipated to adversely impact traffic conditions in the area.

At the October 28, 2020 hearing of the Planning Commission, Commissioners accommodated the applicant's request to allow an additional 75 dwelling units on the site by modifying the maximum density stipulation of the approval. That modification is incorporated into the Development Plan as presented to the City Council. The total dwelling units allowed increased from 41 to 116. The applicant has modified their traffic analysis to account for the increased number of dwelling units and has found that no additional traffic improvements will be necessary as a result of the increase.

Parking

Parking for the proposed development project will be provided primarily in a large, below-grade parking garage centrally located to the site. In addition, several at-grade parking spaces will be provided along the drives dispersed throughout development. Parking will be accessed from the drives internal to the site after entering the site from both E. Indian Bend Road and N. Scottsdale Road by way of the main entries. The site is providing a significant number of parking spaces above the Zoning Ordinance requirement to ensure adequate parking for all proposed uses of the site.

Sewer

The City's Water Resources Department has reviewed this application and has determined that there are adequate wastewater services to serve the development. The developer will pay for all sewer infrastructure improvements necessary to serve the new development.

Public Safety

This request is not anticipated to immediately impact the type and number of requested emergency and non-emergency calls for service from city police, fire and medical resources. Overall, the City's emergency and non-emergency activities are continually monitored and tracked to evaluate the effectiveness of service delivery and also to identify any potential for future public safety resource needs for the community. The nearest fire station is located at 7339 E. McDonald Drive.

School District Comments/Review

The applicant has notified the Scottsdale Unified School District of the proposed requests. The School District has confirmed that there are adequate facilities to accommodate the proposal.

Open Space

The proposed amended development standards require that additional open space be provided on the site. As a result, the development is required to provide a minimum of 3.79 acres of open space. In addition, a minimum of 7,578 square feet of courtyard space is required for the project. As shown in the Development Plan, open space for the development project is provided in large contiguous areas throughout the site and on the perimeter of the site adjacent to the major roadways with a total of 6.1 acres provided, including the courtyard space.

Community Involvement

Surrounding property owners within 750 feet have been notified by the City and the site has been posted with a hearing sign. The owner's representatives notified property owners within the minimum 750 feet of the site area and held an open house meeting with residents of the area and other interested parties on January 31, 2019. A summary of the applicant's public outreach is provided as an attachment to this report. As of the writing of this report, staff has received correspondence in favor and opposition to the proposal. Most respondents in opposition to the proposal expressed concern with the additional height proposed.

Community Impact

The proposed Development Plan will allow for a new mixed-use development on the western edge of the City's boundary with Paradise Valley along the Resort Corridor in an area designated as Resorts/Tourism by the Scottsdale General Plan. Both the General Plan and the Southern Scottsdale Character Area Plan encourage the utilization of large development sites in the Resort Corridor for new regional development opportunities as a means to maintain the positive attributes of Southern Scottsdale. In addition, the Development Plan, with utilization of the Planned Regional Center zoning, appropriately implements the General Plan designation of Resorts/Tourism and the goals of the Resort Corridor by introducing a master-planned, mixed-use development that will integrate with the new Ritz-Carlton resort, complementing the new resort and existing resort locations and residential neighborhoods in the area. The Development Plan integrates a large amount (approximately 35% of the site area) as open space to enhance the resort/tourism aspect of the site and the Resort Corridor. Traffic and other infrastructure impacts have been addressed by the proposed Development Plan and stipulations.

The proposed amended development standards for floor area ratio (FAR) and building height will allow for greater flexibility of the site to accommodate high-end residential development. The increased building height up to 90 feet in total is taller than most buildings in the area. However, the additional height will be provided at only one building near the center of the site at least 150 feet from N. Scottsdale Road and well within the stepback requirements for the site.

OTHER BOARDS & COMMISSIONS

Development Review Board

The Development Review Board reviewed the proposed Development Plan and request for amended development standards at their October 1, 2020 hearing. The Board Members reviewed community input with concerns regarding the proposed amendment to the building height on the site. After reviewing the proposal and community input the Development Review Board voted to forward a recommendation to approval for the proposal to the Planning Commission with a unanimous vote of 6-0.

Planning Commission

Planning Commission heard this case on October 14, 2020 and recommended approval with a 5-1 vote. At the hearing, the Planning Commission accommodated the applicant's request to allow an additional 75 dwelling units on the site by modifying a stipulation of the approval. That modification is incorporated into the Development Plan as presented to the City Council. The dissenting vote expressed concerns regarding the proposed increase to building height.

Staff's Recommendation to Planning Commission:

Staff recommended that the Planning Commission find that the Planned Regional Center requirements and criteria have been met, and determine that the proposed zoning district map amendment, Development Plan and amended development standards are consistent and conform with the adopted General Plan, and make a recommendation to City Council for approval, per the attached stipulations.

RECOMMENDATION

1. Adopt Ordinance No. 4476 approving a zoning district map amendment from Planned Regional Center (PRC) zoning to Planned Regional Center, Planned Shared Development overlay (PRC PSD) zoning, with approval of an amended Development Plan for the site that includes amended development standards for building height up to 90 feet and an increase of the floor area ratio (FAR) to a maximum of 1.0 on a +/- 20-acre site.
2. Adopt Resolution No. 11963 to declare "Palmeraie Phase II Development Plan" as a public record.
3. Adopt Resolution No. 11964 authorizing Development Agreement No. 2020-182-COS.

RESPONSIBLE DEPARTMENT

Planning and Development Services

Current Planning Services & Long Range Planning Services

STAFF CONTACTS

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APPROVED BY



Brad Carr, Report Author

10-31-2020

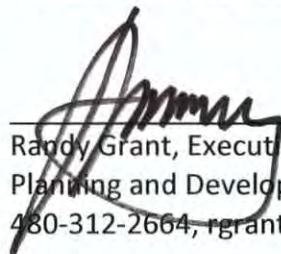
Date



Tim Curtis, AICP, Current Planning Director
480-312-4210, tcurtis@scottsdaleaz.gov

11/4/2020

Date



Randy Grant, Executive Director
Planning and Development Services
480-312-2664, rgrant@scottsdaleaz.gov

11/6/20

Date

ATTACHMENTS

1. Context Aerial
- 1A. Aerial Close-Up
2. Ordinance No. 4476
 - Exhibit 1: Stipulations
 - Exhibit 2: Zoning Map
3. Resolution No. 11963
 - Exhibit 1: "Palmeraie Phase II Development Plan"
4. Resolution No. 11964
5. Contract No. 2020-182-COS
6. Additional Information
7. General Plan Land Use Map
8. Existing Zoning Map
9. PRC Amended Development Standards Requirements Analysis
10. Traffic Impact Analysis Summary
11. Citizen Review Report and Community Input
12. City Notification Map
13. October 1, 2020 Development Review Board Meeting Minutes
14. October 28, 2020 Planning Commission Meeting Minutes



Palmeraie Phase II

ATTACHMENT #1

7-ZN-2016#2



Q.S.
22-44

Google Earth Pro Imagery

Palmeraie Phase II

ATTACHMENT #1A

7-ZN-2016#2

ORDINANCE NO. 4476

AN ORDINANCE OF THE COUNCIL OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, AMENDING ORDINANCE NO. 455, THE ZONING ORDINANCE OF THE CITY OF SCOTTSDALE, BY AND FOR THE PURPOSE OF CHANGING THE ZONING ON THE "DISTRICT MAP" TO ZONING APPROVED IN CASE NO. 7-ZN-2016#2 FROM PLANNED REGIONAL CENTER (PRC) ZONING TO PLANNED REGIONAL CENTER, PLANNED SHARED DEVELOPMENT OVERLAY (PRC PSD) ZONING, INCLUDING APPROVAL OF A DEVELOPMENT PLAN WITH AMENDED DEVELOPMENT STANDARDS, ON A +/-20-ACRE SITE LOCATED AT 6990 N. SCOTTSDALE ROAD.

WHEREAS, the Development Review Board held a hearing on October 1, 2020;

WHEREAS, the Planning Commission held a hearing on October 28, 2020;

WHEREAS, the City Council held a hearing on November 23, 2020; and

WHEREAS, the City Council finds that the proposed development is in substantial harmony with the General Plan of the City of Scottsdale and will be coordinated with existing and planned development; and

WHEREAS, it is now necessary that the comprehensive zoning map of the City of Scottsdale ("District Map") be amended to conform with the decision of the Scottsdale City Council in Case No. 7-ZN-2016#2.

NOW, THEREFORE, BE IT ORDAINED by the Council of the City of Scottsdale, as follows:

Section 1. That the "District Map" adopted as a part of the Zoning Ordinance of the City of Scottsdale, showing the zoning district boundaries, is amended by rezoning a +/-20-acre site located at 6990 N. Scottsdale Road and marked as "Site" (the Property) on the map attached as Exhibit 2, incorporated herein by reference, from Planned Regional Center (PRC) zoning to Planned Regional Center, Planned Shared Development overlay (PRC PSD) zoning, and by adopting that certain document entitled "Palmeraie – Phase II Development Plan" declared as public record by Resolution 11963 which is incorporated into this ordinance by reference as if fully set forth herein.

Section 2. That the above rezoning approval is conditioned upon compliance with all stipulations attached hereto as Exhibit 1 and incorporated herein by reference.

PASSED AND ADOPTED by the Council of the City of Scottsdale this ____ day of _____, 2020.


ATTEST:

CITY OF SCOTTSDALE, an Arizona
Municipal Corporation

By: _____
Carolyn Jagger, City Clerk

By: _____
W.J. "Jim" Lane, Mayor

APPROVED AS TO FORM:
OFFICE OF THE CITY ATTORNEY

By:  _____
Sherry R. Scott, City Attorney
By: Joe Padilla, Deputy City Attorney

Stipulations for the Zoning Application:

Palmeraie Phase II

Case Number: 7-ZN-2016#2

These stipulations are in order to protect the public health, safety, welfare, and the City of Scottsdale.

*** Changes made after the Planning Commission hearing are shown in **Bold** and ~~strikethrough~~. ***

GOVERNANCE

1. **GOVERNANCE.** These stipulations shall govern over the Phase II portion of the overall Palmeraie development project. The stipulations approved for the Phase I portion of the overall Palmeraie development project, as provided in Ordinance No. 4289, shall continue to control for all development within the Phase I portion of the development project, except for the following:
 - a. Maximum Dwelling Units/Maximum Density for the entire Palmeraie development project shall be as specified in these stipulations.
 - b. Maximum Floor Area for the entire Palmeraie development project site shall be as specified in these stipulations. The Maximum Floor Area as defined in these stipulations shall override the Maximum Commercial Gross Floor Area stipulations of Ordinance No. 4289.
 - c. The Planned Shared Development requirements provided in these stipulations shall govern over the overall Palmeraie development project.

SITE DESIGN

2. **CONFORMANCE TO DEVELOPMENT PLAN.** Development shall conform with the Development Plan, entitled "Palmeraie – Phase II Development Plan," which is on file with the City Clerk and made a public record by Resolution No. 11963 and incorporated into these stipulations and ordinance by reference as if fully set forth herein. The Development Plan incorporates amendments to maximum building height and maximum floor area ratio (FAR) that are contingent upon the fulfillment of specific requirements as outlined in these stipulations. Any proposed significant change to the Development Plan, as determined by the Zoning Administrator, shall be subject to additional action and public hearings before the Planning Commission and City Council. Where there is a conflict between the Development Plan and these stipulations, these stipulations shall prevail.
3. **CONFORMANCE TO PLANNED SHARED DEVELOPMENT.** The subdivision plat and distribution of development rights shall conform to the terms of the Development Agreement, Contract No. 2020-182-COS (approved by Resolution No. 11964 with the date of 11/23/2020). Any changes to the Development Agreement shall be subject to City Council approval.
4. **CONFORMANCE TO AMENDED DEVELOPMENT STANDARDS.** Development shall conform with the amended development standards that are included as part of the Development Plan. Any change to the development standards shall be subject to additional public hearings before the Planning Commission and City Council.
5. **MAXIMUM DWELLING UNITS/MAXIMUM DENSITY.** Maximum dwelling units for the Development Plan shall not exceed ~~41116~~ units (equivalent to ~~2.04576~~ du/gross acre of the Development Plan).
6. **MAXIMUM BUILDING HEIGHT/BONUS BUILDING HEIGHT.** No building on the site shall exceed 90 feet in height, inclusive of rooftop appurtenances (the 90 feet of height includes 30 feet of bonus

building height), measured as provided in the applicable section of the Zoning Ordinance. Any increase in the bonus building height shall be subject to additional action and public hearings before the Planning Commission and City Council.

7. **MAXIMUM FLOOR AREA/BONUS FLOOR AREA.** The maximum floor area for the Development Plan shall not exceed 747,054 square feet (the 747,054 square feet includes 149,411 square feet of bonus floor area). Any increase in the bonus floor area shall be subject to additional action and public hearings before the Planning Commission and City Council and modification of the associated Development Agreement.
8. **COMPLIANCE WITH THE INTERNATIONAL GREEN CONSTRUCTION CODE.** Prior to issuance of a building permit for each building within Phase 2 of the development project, the property owner shall submit construction documents that demonstrate how each respective building will be compliant with the International Green Construction Code, to the satisfaction of the Chief Development Officer.
9. **ADDITIONAL REQUIREMENTS TO ACHIEVE BONUS HEIGHT AND FLOOR AREA RATIO (FAR).** Prior to issuance of a building permit for each building within the development project, the property owner shall submit construction documents that demonstrate how the development project meets, or continues to meet, the land use and design requirements of the Planned Regional Center (PRC) zoning district to achieve bonus height and floor area ratio (FAR) for the development project, to the satisfaction of the Zoning Administrator, or designee.
10. **ACCESS RESTRICTIONS.** Access to the development project shall conform to city published standards and requirements, at time of project development, with no new driveways to N Scottsdale Road allowed.
11. **MULTI-FAMILY LOADING AREAS.** Each multi-family project site design shall accommodate loading areas outside of city rights-of-way and in conformance with city published standards and requirements, at time of project development, with associated site plan modifications to accommodate as needed.
12. **SERVICE VEHICLE SERVICE AREA.** Each project development multi-story building shall accommodate service vehicle areas outside of city rights-of-way and in conformance with city published standards and requirements, at time of project development, with associated site plan modifications to accommodate as needed.
13. **REFUSE.** Proposed project development buildings labeled T and U may not be constructed prior to the construction of project development building labeled S without refuse infrastructure, meeting city standards and requirements at time of development, with associated site modifications as needed to accommodate, designed and implemented for either building.
14. **PEDESTRIAN CONNECTIVITY.** Each transportation corridor within and adjacent to site shall be provided with city standard sidewalk connectivity across intersections and driveway connections.
15. **OUTDOOR LIGHTING.** The maximum height of any outdoor lighting source, except any light sources for patios and/or balconies, shall be twenty (20) feet above the adjacent finished grade.
16. **OUTDOOR LIGHTING FOR PATIOS AND BALCONIES.** Light sources that are utilized to illuminate patios and/or balconies that are above twenty (20) feet shall be subject to the approval of the Development Review Board.

17. **PROTECTION OF ARCHAEOLOGICAL RESOURCES.** Any development on the property is subject to the requirements of Scottsdale Revised Code, Chapter 46, Article VI, Protection of Archaeological Resources, Section 46-134 - Discoveries of archaeological resources during construction.

DEDICATIONS

18. **RIGHT-OF-WAY DEDICATIONS.** Prior to any permit issuance for the development project, the property owner shall make the fee simple right-of-way dedications to the City of Scottsdale as legislated by Ordinance 4289.
19. **SUBDIVISION TRACTS, PRIVATE STREETS, MAINTENANCE, AND LIABILITY.** A property owners association consisting of property owners within the subdivision of the development project shall own and be responsible for all maintenance and liabilities of all subdivision tracts, private streets and related infrastructure.
20. **EASEMENTS.** Prior to the issuance of any permit for the development project, the property owner shall dedicate all project related, per city published standards and requirements, easements, with site modifications required to accommodate, to the City of Scottsdale either via plat or map of dedication.

INFRASTRUCTURE

21. **CIRCULATION, TRANSIT, TRAFFIC SIGNAL, and PEDESTRIAN IMPROVEMENTS.** Prior to any permit issuance for the development project, the property owner shall submit and obtain approval of construction documents to construct the improvements as legislated by Ordinance No. 4289. Prior to issuance of any Certificate of Occupancy for the development project, the property owner shall provide the required improvements in conformance with the Design Standards and Policies Manual and all other applicable city codes and policies.
22. **WASTEWATER SYSTEM.** The development project may not connect into City sewer system, and no project-related permits shall be issued, until sewer capacity of the City sewer system has been analyzed by property owner, per city standards and requirements, and approved by the City's Water Resources Department. Any required capacity improvements to City's sewer system as identified through the course of this review and approval of the capacity analysis, and required by the City's Water Resources Department, are hereby incorporated into these stipulations and are to be fulfilled accordingly.
23. **WATER AND WASTEWATER IMPROVEMENTS.** The property owner shall provide all water and wastewater infrastructure improvements, including any new service lines, connection, fire-hydrants, and manholes, necessary to serve the development.
24. **FIRE HYDRANT(S).** The property owner shall provide fire hydrant(s) and related water infrastructure adjacent to the development project, in the locations determined by the Fire Department Chief, or designee.
25. **CONSTRUCTION COMPLETED.** Prior to issuance of any Certificate of Occupancy or Certification of Shell Building, whichever is first, for the development project, the property owner shall complete all the infrastructure and improvements required by the Scottsdale Revised Code and these stipulations.
26. **STANDARDS OF IMPROVEMENTS.** All improvements (curb, gutter, sidewalk, curb ramps, driveways, pavement, concrete, water, wastewater, etc.) shall be design and constructed in accordance with the applicable City of Scottsdale Supplements to the Maricopa Association of Governments (MAG)

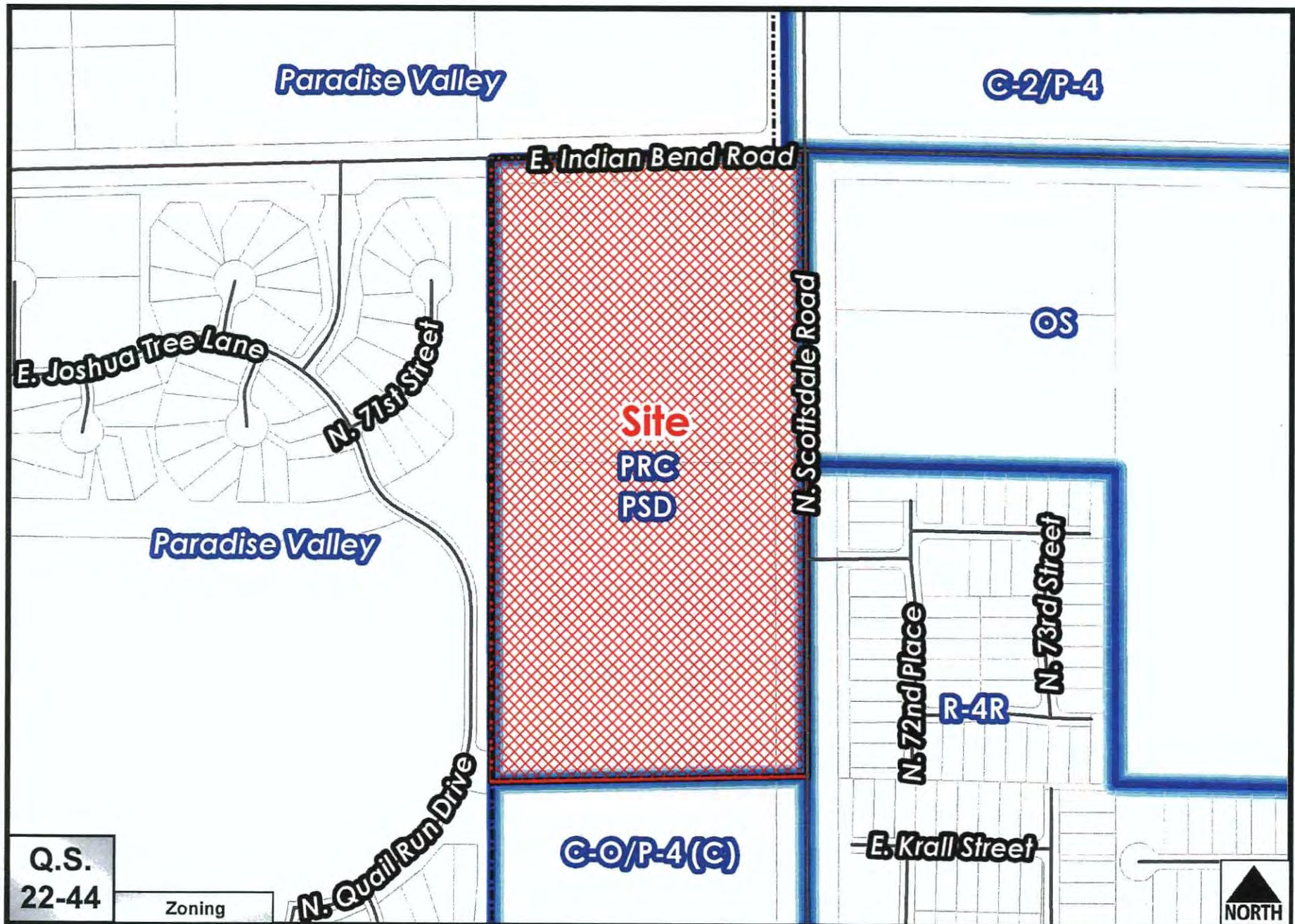
Uniform Standard Specifications and Details for Public Works Construction, Maricopa Association of Governments (MAG) Uniform Standard Specifications and Details for Public Works Construction, the Design Standards and Policies Manual (DSPM), and all other applicable city codes and policies.

REPORTS AND STUDIES

27. DRAINAGE REPORT. With the Development Review Board submittal, the property owner shall submit a Drainage report in accordance with the Design Standards and Policies Manual for the development project.
28. BASIS OF DESIGN REPORT (WATER). With the Development Review Board submittal, the owner shall submit a Final Basis of Design Report for Water for the development project in accordance with the Design Standards and Policies Manual.
29. BASIS OF DESIGN REPORT (WASTEWATER). With the Development Review Board submittal, the property owner shall submit a Final Basis of Design Report for Wastewater for the development project in accordance with the Design Standards and Policies Manual.

MASTER PLANS

30. MASTER INFRASTRUCTURE PLANS. The property owner shall have each Master Infrastructure Plan specified below prepared by a registered engineer licensed to practice in Arizona, and in accordance with the Design Standards and Policies Manual. Each Master Infrastructure Plan shall be accepted by city staff before any Development Review Board submittal. Each Master Infrastructure Plan shall include a complete description of project phasing, identifying the timing and parties responsible for construction.
 - a. Master Drainage Systems Plan



Palmeraie Phase II

Ordinance No. 4476
Exhibit 2
Page 1 of 1

7-ZN-2016#2

RESOLUTION NO. 11963

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, DECLARING AS A PUBLIC RECORD THAT CERTAIN DOCUMENT FILED WITH THE CITY CLERK OF THE CITY OF SCOTTSDALE AND ENTITLED "PALMERAIE PHASE II DEVELOPMENT PLAN".

WHEREAS, State Law permits cities to declare documents a public record for the purpose of incorporation into city ordinances; and

WHEREAS, the City of Scottsdale wishes to incorporate by reference amendments to the Zoning Ordinance, Ordinance No. 455, by first declaring said amendments to be a public record.

NOW, THEREFORE BE IT RESOLVED, by the Council of the City of Scottsdale, Maricopa County, Arizona, as follows:

Section 1. That certain document entitled "Palmeraie Phase II Development Plan", attached as Exhibit 1, a paper and an electronic copy of which are on file in the office of the City Clerk, is hereby declared to be a public record. Said copies are ordered to remain on file with the City Clerk for public use and inspection.

PASSED AND ADOPTED by the Council of the City of Scottsdale, Maricopa County, Arizona this _____ day of _____, 2020.

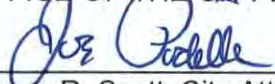
CITY OF SCOTTSDALE, an
Arizona municipal corporation

ATTEST:

By: _____
Carolyn Jagger, City Clerk

By: _____
W. J. "Jim" Lane, Mayor

APPROVED AS TO FORM:
OFFICE OF THE CITY ATTORNEY



Sherry R. Scott, City Attorney
By: Joe Padilla, Deputy City Attorney

PALMERAIE PHASE II DEVELOPMENT PLAN

THE PALMERAIETM

SCOTTSDALE

Development Plan Amendment and Planned Shared Development Overlay

*6990 North Scottsdale Road
Southwest corner of Scottsdale Road and Indian Bend Road*

1. INTRODUCTION

2. THE DEVELOPMENT PLAN

3. GENERAL PLAN CONFORMANCE

4. SOUTHERN SCOTTSDALE CHARACTER AREA CONFORMANCE

5. PLANNED REGIONAL CENTER CONFORMANCE

6. PLANNED SHARED DEVELOPMENT OVERLAY CONFORMANCE

7. CONCLUSION

1. INTRODUCTION

PROJECT HISTORY

On March 21st, 2017, the City of Scottsdale City Council approved a rezoning and Development Plan on 20-acres (Case No. 7-ZN-2016) to enable the development of the Palmeraie, a luxury, mixed-use development designed to maintain Scottsdale status as a world-class shopping and dining destination while complimenting the adjacent Ritz Carlton Paradise Valley. The project was divided into phases, with the south 11-acres (Phase I) planned for high-end, open air retail and shopping with some office uses. The north 9-acres (Phase II) would respond to market conditions and work in unison with Phase I to include additional retail, office, residential and hospitality uses. Phase I is currently underway. This application will enable Phase II to proceed.

LOCATION / CURRENT USE

The Palmeraie is located at 6990 North Scottsdale Road at the southwest corner of Scottsdale Road and Indian Bend Road, Assessor's Parcel No.174-56-001D and -002A (the "Property"). Totalling roughly 20 acres, the site is currently vacant and unimproved, with Phase I scheduled to begin construction mid-2019. Immediately to the west of the Property is Paradise Valley jurisdiction where the Ritz Carlton Paradise Valley and associated developments are under construction. To the east is Scottsdale Road and the McCormick Stillman Railroad Park. To the North is Indian Bend Road and the Scottsdale Plaza Resort. To the south is a drive aisle (6750) and the Spectrum Office Center.

REQUEST

This application will amend the Development Plan to incorporate the planned Phase II improvements. These improvements are in complete conformance with the existing Planned Regional Center (PRC) zoning district and the Amended Development Standards for Enhanced Design as noted in Sec. 5.2608; this includes the permitted height, density, FAR, open space, setback and stepbacks. A Planned Shared Development Overlay (PSD) will also be processed concurrent with this application to enable the individual lots within the final development to function as one cohesive project. The existing Planned Regional Center (PRC) zoning designation and existing General Plan designation (Resort / Tourism) will not be changed by this application.

2. DEVELOPMENT PLAN

OVERALL CONCEPT

The Palmeraie is envisioned as a luxury, high-end, sustainable development which provides a unique connection between the new Ritz-Carlton resort in Paradise Valley and the City of Scottsdale. The master plan contemplates a holistic view of the property that reinforces the resort retail connection and preserves Scottsdale as the preferred high-end shopping destination in the Southwest. The development serves as a lifestyle destination and provides a high-quality project complete with hospitality, retail, fitness, office, various other commercial spaces and significant open space amenities. The landscape and outdoor spaces are carefully crafted to encourage and enhance the overall pedestrian experience.

PROJECT LAYOUT

Phase II consist of roughly 480,000 sqft of new residential, retail, restaurant, office and hospitality designed to work in unison with Phase I while complementing the distinctive, first-class architectural design. Phase II, like Phase I, conforms to and exceeds all setback requirements along Scottsdale Road, providing a vastly improved pedestrian and visual experience along Scottsdale's preeminent street. Phase II is separated from Phase I by an east-west internal drive aisle, yet the visitor can move seamlessly between the phases as they are connected through visual cues, pedestrian pathways, common landscape palette and hardscape materials. The major feature of Phase I is the centralized, north-south pedestrian plaza. This plaza leads directly into the lush courtyard of one of Phase II's marquee buildings (Building P), a mixed-use residential project with ground level retail / restaurant amenities. Additional north-south connections occur on either side of Building P. A new retail pad (Building T) is provided along Scottsdale Road, continuing the theme established by Phase I. Moving further north, two, new mixed-use buildings (Building S and Building U) will flank a grand courtyard space. Building S is a mixed-use hospitality project with ground level retail / restaurant amenities and Building U will be another office component. The majority of parking, similar to Phase I, is provided below grade.

SUSTAINABLE DESIGN STRATEGIES

The design of The Palmeraie site establishes a comprehensive and site-specific language used as our approach to sustainable development on the site and the diverse social, economic, and environmental issues facing this stunning desert setting. The site plan proposes a series of interconnected, publicly accessible interior streets and independent buildings as a sustainable modern community concept designed to grow and dynamically evolve over time. The Palmeraie was designed to be a dynamic center of activity and create nuanced areas for human interaction and engagement with the public. The vision includes sizing the blocks into a compact, walkable center, created to minimize vehicle use once present on the site.

Design standards within the master plan for the site include development standards for enhanced open space, Best Management Practices used as part of a comprehensive storm water mitigation and storm

water management plan, a sophisticated and comprehensive materials criterion including landscape materials and irrigation criteria, means and methods of construction, potable water savings and use standards, exterior site lighting standards, and energy consumption guidelines.

Substantial ecological buffers around both arterial and secondary access roads were included in the master plan and designed as integrated architectural features. The high-performance envelope design develops a unique facade language and the landscape concept includes a landscaped multi layered privet hedge on the east façade along Scottsdale Road. The bioclimatic forms will help with storm-water filtration, sound attenuation from Scottsdale Road into the site, and will passively cool the large façade by alleviating direct solar gain on the east facades of the buildings on this portion of the site.

The full project is designed around centralized plazas to facilitate passive cooling by promoting cross ventilation and the Venturi effect, as well as providing areas shaded by the buildings themselves. The commercial streets with west and east facades were minimized during the master planning process in order to alleviate direct solar gain and enhance the pedestrian experience.

Design standards for individual buildings include clerestory windows with light shelves, custom sunshades and shade canopies. Each canopy is individually designed by solar orientation for mitigating the effects of direct solar gains. The majority of parking is underground which helps obviate the urban heat island effect and limits the use of asphalt or other low albedo paving material. The project as whole exemplifies passive solar design.

Landscape design was integrated early in the project and includes mature shade trees selected to create lush shaded outdoor spaces. Desert adapted species and water features with recycled reclaimed water cool the central plaza, and shade provides comfort for pedestrians throughout the site.

The project offers public gathering areas, quiet areas of contemplation and active destinations. The proposed improvements, both public and private, leverage nearby tourism development in Paradise Valley and strengthen Scottsdale's reputation as a sustainable destination community connected to surrounding industries and opportunities.

MATERIALS

The Palmeraie material palette consists of warm contemporary materials used in an organic modern design. The project uses large format stone, patterned glass rainscreen façade systems, decorative perforated metal screen systems, GFRC panels, plaster, EIFS on high volumes, synthetic wood soffits, steel trellis canopies and lush landscaped layers of privet walls along Scottsdale Road created as a design feature along the east façade of the project. The project will also include design standards and design guidelines for the wide variety of storefront systems to be designed and installed by tenants.

Consistent with the resort retail concept, the integration of landscape is critical to the success and unique design concept of the Palmeraie. Courtyards and gardens have been added to further integrate the buildings and the landscape. Together, the courtyards and gardens serve as gathering areas and enhance the architectural interest of the project. The roof terraces and gardens are integrated into the

tenant improvement scope and landscape design guidelines for the tenant areas will be part of the Tenant Improvement Design Guidelines.

The required parking for the project will be housed within a two-level below grade parking garage, augmented with a small amount of diagonal surface parking interspersed with trees, flowers, shrubs and other groundcover and landscaping intended to keep the Palmeraie lushly landscaped and shaded for a comfortable pedestrian experience.

PARKING

The Palmeraie conforms to all City of Scottsdale parking requirements. The majority of the parking is provided in two-level, below grade parking structures. Building P has its own underground parking garage that serves the residential component. Building S will provide two-levels of architecturally integrated above ground parking. The site also provides limited angled and parallel surface parking on all internal streets and several drop-off areas to serve the public for an efficient and convenient flow of traffic. Valet will be prominently used.

LANDSCAPING

The streetscape design along Scottsdale Road utilizes existing design guidelines from the city, while incorporating a series of privet hedges, complimented by a lush palette of colorful shrubs and groundcover. Once inside the project, the palms transition into a grove of canopy trees that line both sides of all interior roads. These trees provide shade for pedestrians, as well as separation from the vehicular and pedestrian circulation. A centralized plaza will have formal landscaping lines and provide an enjoyable pedestrian connection to Indian Bend Road and Scottsdale Road.

RETAIL

Phase II of The Palmeraie will have roughly 42,000 sqft of luxury retail space along with roughly 20,000 sqft of food and beverage options. It is anticipated that all buildings within Phase II will have some form of ground level retail and/or restaurant element, creating a truly mixed-use project. The restaurant spaces will be curated to provide a mix of morning, lunch and evening options. The luxury retail will be curated to provide a variety goods and options.

OFFICE

The luxury office component in Phase II is located within Building U at the hard corner of Scottsdale Road and Indian Bend Road. The building is roughly 75,000 sqft in size and consists of roughly 48,000 sqft of high-quality, class-A office space and integratory merged with complimentary retail space.

PUBLIC REALM

The Palmeraie is organized around a main central plaza, focusing on the creation of a pedestrian environment. This plaza provides a pleasant retail experience to visitors and offers open space for the public, retail shops and restaurant patios. The central plaza will be a vibrant space with opportunities for open air events, music and arts festivals. Throughout the commercial streets, several smaller courtyards, gardens and pedestrian spaces will allow for a more intimate experiences, the opportunity for micro-climates and a variety of events.

As part of the overall site public space enhancement and as a key element of the artistic vision for the district, an architectural monument is included in the overall program for the district. The monument is designed and proposed as a signature art piece that serves as a visual and community amenity by defining the internal public open space. The architectural monument adds significantly to the sense of place and contributes to the hierarchy of built form within The Palmeraie by offering a sense of scale. The monument was designed with a relationship to the community's cultural and historical heritage and significantly heightens the experience of Palmeraie for both residents and visitors.

3. GENERAL PLAN CONFORMANCE

The General Plan Conceptual Land Use Map designates the Property as Resort/Tourism as well as being within the Southern Scottsdale Character Area Plan. These designations remain unchanged with this application and the project is in conformance numerous Goals and Approaches found in the General Plan.

CHARACTER & DESIGN GOALS AND APPROACHES

No. 1 - Determine the appropriateness of all development in terms of community goals, surrounding area character, and the specific context of the surrounding neighborhood.

- ***Respond to regional and citywide contexts with new and revitalized development in terms of:***
- ***Scottsdale as a southwestern desert community.***
- ***Scottsdale as a part of a large metropolitan area with a unique reputation, image, character, and identity within its regional setting.***
- ***Relationships to surrounding land forms, land uses and transportation corridors.***
- ***Contributions to city wide linkages of open space and activity zones.***
- ***Consistently high community quality expectations.***
- ***Physical scale relating to the human perception at different points of experience.***
- ***Visual impacts (views, lighting, etc.) upon public settings and neighboring properties.***
- ***Visual and accessibility connections and separations.***
- ***Public buildings and facilities that demonstrate these concepts and "lead" by example.***

- In addition to the building articulations, the landscape design of The Palmeraie development is strongly rooted in the concept of 'oasis' in the desert southwest. Walls of green are created

through vines, hedged shrubs and pollarded tree canopies, creating a strongly formal yet soft and lush environment that is appropriate for pedestrian comfort in this urbanized area of Scottsdale.

- The Palmeraie will strengthen Scottsdale's relationship with the southwestern desert by encouraging an authentic outdoor experience. The exterior materials have been carefully selected to complement the surrounding landscape. While nearby landforms such as Camelback Mountain, Mummy Mountain and the McDowell Mountains have informed a considerable amount of the overall design, the Palmeraie will function as a component of the larger metropolitan area. These landforms provide stunning views from the property that root the project and its visitors in the southwestern desert. Neighboring communities will benefit from the amenities provided by this development and more distant patrons will find this development as a place of destination and activity.
- Located south of Indian Bend Road and east of Scottsdale Road, the proposed development is easily accessible by car or Valley Metro. Though the site is large, the human experience will be brought to scale through the use of proportionate street sections and a consistent tree canopy. The development will have a visual impact in the immediate area but will be at a similar scale of the neighboring buildings and developments due to the proposed building heights and screening along Scottsdale Road.
- Scottsdale Road is a primary transit route within the community and the adjacent uses (office, dining and hotel) indicate that in the future there may be a high number of pedestrians along the perimeter of the project. The use of 10' and 8' wide pathways provide ample walking widths. The pathway along Scottsdale Road is detached for safety and the pathways are lined with shade trees to provide pedestrian comfort.
- ***Enrich the lives of all Scottsdale citizens by promoting safe, attractive, and context compatible development.***
- The Palmeraie enriches the lives of all Scottsdale citizens by providing proportionate street sections in which the pedestrian walkway is separated from vehicular movement by a consistent attractive tree canopy. This canopy serves as a buffer providing a safe experience to pedestrians. All pedestrian walkways are designed with safety in mind while providing an attractive environment and experience for visitors. Intersections throughout the site provide both a pedestrian path for crossing and lighting.
- Safety – Crime Prevention through Environmental Design (CPTED) guidelines will be utilized in the design of the landscape. Low planting materials and canopy trees pruned to a minimum of 7' clearance adjacent to pathways will provide clear pedestrian visibility
- ***Encourage projects that are responsive to the natural environment, site conditions, and unique character of each area, while being responsive to people's needs.***

- The Palmeraie responds to existing site conditions which inform views, building massing, scale and the pedestrian experience. Views to the surrounding landforms influenced many design decisions and root The Palmeraie to the surrounding character.
- Pedestrian comfort is central to the design of the landscape within The Palmeraie development. Large canopy shade trees are utilized within the interior streets and along perimeter pathways to provide substantial shade.
- ***Ensure that all development is a part of and contributes to the established or planned character of the area of the proposed location.***
- ***The Resort Corridor consists of concentrations of major resort facilities along Scottsdale Road near Downtown. A variety of tourist accommodations, quality office, specialty retail, recreation uses including golf courses and tennis courts, employment, and compatible high amenity residential neighborhoods are all components.***
- The Palmeraie is designed in conformance with the surrounding context and character. Per the General Plan, the site is located within the "Resort Corridor" Urban Character Type. The project will maintain and enhance this character with new, high-quality tourist accommodations including specialty retail and restaurants. Phase II also includes a compatible, high amenity residential component.

No. 2 - Review the design of all development proposals to foster quality design that enhances Scottsdale as a unique southwestern desert community.

- ***Recognize that Scottsdale's economic and environmental well-being depends a great deal upon the distinctive character and natural attractiveness of the community, which are based in part on good site planning and aesthetics in the design and development review process. These characteristics contribute substantially to the community's potential as a recreational resort area and regional trade center.***
- The Palmeraie material palette consists of warm contemporary materials used in an organic modern design, including traditional materials used at the neighboring Ritz Carlton Resort. The project uses large format stone, patterned glass façade systems, decorative perforated metal screen systems, glass fiber reinforced concrete panels, venetian plaster, EIFS on high volumes only, synthetic wood soffits, steel trellis canopies and lush landscaped layers of privet walls on Scottsdale Road created as a design feature along the east façade of the project, abutting Scottsdale Road. The project will also include design standards and design guidelines for the wide variety of storefront systems to be designed and installed by tenants.
- ***Use the design and development review process to enrich the lives of all Scottsdale residents and visitors by promoting safe, attractive, and context compatible development.***
- The Palmeraie enriches the lives of all Scottsdale citizens by providing proportionate street sections in which the pedestrian walkway is separated from vehicular movement by a consistent attractive tree canopy. This canopy serves as a buffer providing a safe experience to pedestrians.

All pedestrian walkways are designed with safety in mind while providing an attractive environment and experience for visitors. Intersections throughout the site provide both a pedestrian path for crossing and lighting.

- ***Promote development that respects and enhances the unique climate, topography, vegetation and historical context of Scottsdale's Sonoran Desert environment, all of which are considered amenities that help sustain our community and its quality of life.***
- The Palmeraie will develop a sophisticated and rich landscape consistent with the high-end resort consumer expectations. The Palmeraie takes its name from Scottsdale's sister city Marrakesh, Morocco. The Sonoran Desert landscape defines Scottsdale as a unique desert oasis that few locales can match. The exterior of The Palmeraie draws upon the existing Scottsdale plant palette in order to seamlessly match the existing environment. Whereas the interior of The Palmeraie reinforces the aesthetic using plants which complement the current landscape found throughout the city, while also defining the Palmeraie as a high-end retail destination. This is accomplished through the use of ornate mature shade trees and colorful shrubs and groundcovers throughout the interior of the site, in addition to plants native to Scottsdale.
- Additionally, the planting design within the Scottsdale Road ROW will be in conformance with the 'resort corridor' character area as outlined in the Scottsdale Road Streetscape Design Guidelines, which includes several Sonoran Desert appropriate species.
- ***Promote, evaluate, and maintain the Scottsdale Sensitive Design Principles that when followed will help improve and reinforce the quality of design in our community.***
- The Palmeraie follows and will enforce the Scottsdale Sensitive Design Principles. By following these principles, the project will be of high-quality design. These principles include constant consideration of the pedestrian experience, responding to the desert environment, quality lighting, signage and way-finding that brings character to the site and also aides in the pedestrian experience, and responding to existing environmental factors.

No. 4 – Encourage “streetscapes” for major roadways that promote the city's visual quality and character, and blend into the character of the surrounding area.

- ***Achieve compatibility between pedestrians and transportation routes in the Suburban areas of the city. Use of trees that are native and/or desert adapted and achieve a dense, broad, canopy is encouraged for the main theme of this streetscape type. Separation of pedestrians from traffic flow can be realized through the use of landscape areas and consideration of sidewalk alignment.***
- Streetscapes throughout the project encourage a safe and attractive experience for visitors. The internal vehicular routes and pedestrian walkways are separated by a canopy of trees that provide ample shade and a buffer from traffic flow. Sidewalks are designed by varying pavement materials to aide in guiding pedestrians through the site. This includes linking Phase I with Phase II and further linking to the Paradise Valley improvements and the existing pedestrian connections along Scottsdale Road.

- ***Apply streetscape guidelines to all landscaped areas within the public right-of-way. Encourage the use of streetscape guidelines in areas between the right-of-way and building setback lines or perimeter walls.***
- The exterior regions of The Palmeraie use the existing City of Scottsdale approved plant palette in order to seamlessly match the existing environment. Streetscape guidelines will apply to all landscaped areas within the public right-of-way.
- The landscaped areas on the interior of The Palmeraie reinforce the design aesthetic using a plant palette which complements the current landscape found throughout the city, while also defining The Palmeraie as a high-end retail destination. Landscape and Streetscape Guidelines, with a development wide plant palette, are under development, as well as Design Guidelines for the tenants.
- In addition to the planting within the ROW along Scottsdale Road following the Scottsdale Road Streetscape Design Guidelines, the character of this design will extend to the building facades. Although additional plant material not included in the guidelines will be used within this zone, the plantings will be formal in style. Site walls and structures will utilize stone veneer and high-quality finish materials that match the adjacent buildings, appropriate for this resort corridor.
- ***Retain mature trees in public right-of-ways to preserve shade and the character of the street.***
- Mature shade trees and colorful shrubs and groundcovers are used throughout the interior of the site in the proposed design. Mature trees in public right-of-ways are used for shade and to enhance the character of the street.
- Currently, there are no mature canopy trees behind the curb along this section of Scottsdale Road. All trees in this area have been inventoried and evaluated for re-use where appropriate within the development. There are a couple of mature Palo Verde trees, but the majority of the trees have a low canopy, and are thorny, so would not be appropriate for the formalized planting and shade required for this area. It is our opinion, trying to utilize the few existing trees within the frontage would be detrimental to other goals outlined within this narrative, and also not in compliance with the resort character area as outlined in the Scottsdale Road Streetscape Design Guidelines.
- ***Use markers and entry features at key entrances to Scottsdale so that residents and visitors have a sense of arrival into the city.***
- The Palmeraie will have monument signage at all main vehicular entrances so that residents and visitors have a sense of arrival into the project; Scottsdale Road entrance, Indian Bend Road and Spectrum Drive.

- ***Make sure streetlights are consistent with the intensity of adjacent land uses and the image of Scottsdale. In some areas of the city, special streetlight design should be used to enhance the unique character of the streetscape.***

- Streetlights will be consistent with adjacent land uses and streetlight design shall be carefully considered to enhance the character of the project if necessary.

- ***Place streetlights at intervals and locations to enhance safety.***

- Streetlights are strategically placed by at all internal intersections to enhance safety of both pedestrians and vehicles alike and at external drives streetlights are placed by traffic engineers.

No. 5 – Build upon the significant role the arts have played in shaping our community's image and lifestyle by maximizing the potential of public art to enrich the daily lives of people that live in or visit Scottsdale.

- ***Encourage private participation in public art through the donation of artwork to the city and the placement of artwork on private property that can be publicly viewed.***

- Public artwork is not provided nor required with this application. Artwork within the common areas may be considered in the future and the project may have a freestanding ornamental monumental or other distinguishable feature. The project will also feature distinguishing and iconic architectural building and elements.

- ***Celebrate the dominant life style or character of an area of the city by using art.***

- Public artwork is not provided. As previously mentioned, the project will feature distinguishing architectural elements such as the iconic freestanding ornamental monument. The project will also incorporate art into the central courtyard areas and will host food and art festivals and events in the central gathering areas.

No. 6 - Recognize the value and visual significance that landscaping has upon the character of the community and maintain standards that result in substantial, mature landscaping that reinforces the character of the city.

- ***Require substantial landscaping be provided as part of new development or redevelopment.***

- The proposed landscape design at The Palmeraie features a series of date palms that line the perimeter and entry roads serving as a major focal point, creating a sense of place. The streetscape design along Scottsdale Road utilizes existing design guidelines from the city, while incorporating a series of privet hedges, complimented by a lush palette of colorful shrubs and groundcover. Once inside the project, the palms transition into a grove of canopy trees that line both sides of all interior roads. Mature landscaping will be critical to the success of creating The Palmeraie brand. The central plaza at the core of the project re-introduces palm trees as a design theme and shade trees which are used as a source of shade for the large gathering spaces at the core of the project. The Palmeraie's landscape design makes a seamless connection between the Ritz-Carlton to The Palmeraie.

- As noted previously, the character of the landscape is intended to create an oasis within the Sonoran Desert, through a relatively high density of formalized plantings and layered massing of green hedges and columnar trees. The goal of the design is to provide a structured and articulated 'green wall' that responds to the architecture, while also softening its massing. While the plantings will be dense in places, the plants will be appropriately spaced to minimize maintenance due to overcrowding and shearing. The plant material within the ROW of Scottsdale Road will be in compliance with the Scottsdale Road Streetscape Design Guidelines and the plantings between the ROW and building facades will blend with this character area through the same formal massing and high-quality site furnishings, while also adding additional plant species.
- ***Maintain the landscaping materials and pattern within a character area.***
 - The proposed landscape at The Palmeraie looks to the surrounding environment of Scottsdale to dictate the character of the plant palette. The large mature palms to be used at the perimeter will match those already used throughout Scottsdale, while also defining The Palmeraie as a future landmark in the Scottsdale landscape.
- ***Encourage the use of landscaping to reduce the effects of heat and glare on buildings and pedestrian areas as well as contribute toward better air quality.***
 - The dense tree canopy cover reduces the amount of heat and provides ample shade to pedestrians below. The central plaza at the core of the project provides both shade trees and palms for a cooled area for visitors to relax. The central plaza also introduces the cooling effect from water by providing a water scrim and koi pond. The buildings incorporate deep overhangs and canopies that aid in providing shade and reducing glare on the buildings.
 - Lush plantings, appropriate use of turf, and limited bare decomposed granite areas will all add to the evapotranspiration rate within this microclimate, and aid in the reduction of the heat island effect along the perimeter of the project. Additionally, plant massing and green vegetative 'walls' along the building facades will reduce glare and reflected heat.
- ***Discourage plant materials that contribute substantial air-borne pollen.***
 - The Palmeraie landscape palette does not include plant materials that are known to cause significant allergens or create substantial air borne pollen.
- ***Encourage landscape designs that promote water conservation, safe public settings, erosion protection, and reduce the "urban heat island" effect.***
 - The landscape design at The Palmeraie features mature shade trees selected to create lush shaded outdoor spaces. Desert adapted species and water features with recycled reclaimed water cool the central plaza, and shade provides comfort for pedestrians throughout the site. The

landscape plant palette promotes water conservation, safe public settings, and erosion protection.

- In addition to the heat reduction qualities of the design, desert adapted and low water use plants that are lush in appearance will be central to the design of the landscape. Water conservation strategies will be utilized within the irrigation design to ensure the water use is seasonally adjusted and responsive to the climate. The grading within the landscape areas will be subtle and soft to reduce focused stormwater flow and prevent erosion.
- The majority of parking will be located in below grade parking garages. Providing the vast majority of parking underground obviates the urban heat island effect and limiting the use of asphalt for surface parking and limiting the use of other low albedo paving materials also keeps the project from contributing to the urban heat island effect. High albedo paving materials and hardscape materials will be specified and used onsite. The use of high albedo materials means more solar energy will be reflected and less heat absorbed, resulting in cooler temperatures on surface materials and less reflected heat into the local area.
- ***Encourage the retention of mature landscape plant materials.***
- Any mature native landscape plant materials found will be recovered and salvaged in accordance with the City of Scottsdale's Native Plant Ordinance, including cacti which are three (3) feet or greater in height and trees which are four (4) inches or greater in caliper and listed in the City's Protected Native Plants list. The landscape palette had been designed to respond to the architectural design as well as the climate. Only plant materials that are appropriate have been selected and specified.

No. 7 - Encourage sensitive outdoor lighting that reflects the needs and character of different parts of the city.

- ***Establish lighting standards that relate to the ambient lighting designations contained within the 2000 I.E.S. standards revisions.***
- Outdoor lighting standards will be included in the Design Guidelines and will be sensitive to the needs and character of the area around the development. Lighting standards will relate to the ambient lighting designations contained within the 2000 I.E.S. standards revisions.
- ***Encourage lighting designs that minimize glare and lighting intrusions into neighborhood settings.***
- Lighting is all internal to the project therefore there are no intrusions into neighborhood settings.
- ***Encourage creative and high-quality designs for outdoor lighting fixtures and standards that reflect the character of the local context.***

- The Palmeraie will conform to the City of Scottsdale's lighting design standards. The lighting will vary and be appropriately used from the Scottsdale Road frontage, to the interior of the project, to the residential interphase along Paradise Valley. The outdoor lighting fixtures are modern in style which compliments the architecture. The buildings are clad in perforated metal screens and glass and backlit to enhance the ambiance of the project. The light will transition from the Ritz-Carlton Resort to The Palmeraie in a consistent and continuous manner.
- ***Discourage lighting that reduces the visibility of astronomical observation facilities within Arizona.***
- Lighting that reduces the visibility of astronomical observation facilities within Arizona is discouraged.
- ***Allow for lighting systems that support active pedestrian uses and contribute to public safety.***
- All lighting throughout the project contributes to public safety by strategic placement of streetlights at intersections and bollards along the pedestrian walkways. A well-lit environment is crucial to the Palmeraie experience.

LAND USE GOALS AND APPROACHES

No. 1 - Recognize Scottsdale's role as a major regional economic and cultural center, featuring business, tourism, and cultural activities.

- ***Promote land uses that accommodate destination resorts along with the recreation, retail, residential, and cultural uses that support tourism activity and sustain a resort-like lifestyle.***
- The project is perfectly aligned with the General Plan Goal and Approach and will help maintain Scottsdale's role as a major regional economic and cultural center. The Palmeraie will provide world class retail and recreational uses in an open-air, resort-like lifestyle setting. The project will be a destination for locals and tourists alike, whether shopping or simply enjoying the abundance of open space and courtyards. Phase II continues what Phase I began by providing additional retail as well as residential, hotel and class-A office space to further sustain the mix of uses.

No. 2 - Coordinate land uses affecting regional networks (mobility, economic, and open space) with adjacent jurisdictions to maintain the integrity and efficiency of each network.

- ***Work with adjacent jurisdictions to understand the dynamics of the emerging and redeveloping areas on the borders of Scottsdale.***
- The Applicant has worked closely with the adjacent jurisdiction of Paradise Valley and will continue to do so throughout the development process. It is imperative that the Ritz Carlton and The Palmeraie work in unison from a planning perspective to ensure efficiency of development resources and coordinated mobility. One example of this coordinated effort is the two-level underground garage in Phase I that will service The Palmeraie. The garage spans the jurisdictional line between Scottsdale and Paradise Valley to ensure convenient parking options for visitors.

No. 4 - Maintain a balance of land uses that support a high quality of life, a diverse mixture of housing and leisure opportunities and the economic base needed to secure resources to support the community.

- ***Support jobs/housing balance by integrating housing, employment, and supporting infrastructure in mixed-use centers located at appropriate locations.***
- o The Palmeraie project, especially Phase II, provides integrated housing, employment and supporting infrastructure in a mixed-use setting. The project furthers the desired diversity of housing and leisure opportunities. The retail / restaurant component provides leisure opportunities while also providing employment opportunities, as does the new, class-A office building. The residential component fills a very high-end segment of the residential market.

No. 5 – Development land use patterns that are compatible with and support a variety of mobility opportunities / choices and service provisions.

- ***Provide a balance of live, work, and play land uses and development intensities that enable convenient non-automotive trips where environmentally and physically feasible.***
- o The Palmeraie and associated Ritz Carlton developments are in many ways a small town within the City. The vertically and horizontally mixed-use nature of the overall developments and proximity to other uses enables convenient, non-automotive trips. Guests at the hotels will walk to the retail and restaurant uses. Office workers can conveniently walk to lunch or afterwork establishments. The project provides the desired live / work / play land uses.

No. 7 - Sensitively integrate land uses into the surrounding physical and natural environments, the neighborhood setting, and the neighborhood itself.

- ***Focus intense land uses along major transportation networks (such as the Pima Freeway and major arterial streets) and in urban centers (such as Downtown and the Airpark). Less intense land uses should be located within more environmentally sensitive lands.***
- o The proposal's land use is ideally situated along a major arterial; Scottsdale Road. The Palmeraie also abuts Indian Bend Road which provides direct access to the Loop 101 Freeway. The location of this use, on a long-unimproved site, along a major arterial is preferred in lieu of pushing this preferred land use to other, less accommodating and more environmentally sensitive areas.

ECONOMIC VITALITY GOALS & APPROACHES

No. 1 - Sustain and strengthen Scottsdale's position as a premier international and national tourism destination and resort community.

- ***Enhance Scottsdale's tourism support services including fine dining, specialty retail, and entertainment.***
- ***Preserve and enhance the tourist's ability to travel easily to different destinations throughout the city. Promote the Transportation Center, trolley system, bike rental, and pedestrian connections, etc.***

- The Palmeraie will sustain and strengthen Scottsdale's position as a premier international and national tourism destination. The specialty retail and fine dining, along with the open-air courtyards and semi-public spaces will not only serve as a support service for the nearby resorts but will also become a destination in their own right. The prominent location of The Palmeraie along Scottsdale Road and the new pedestrian linkages it will create to adjacent properties will ensure convenient and easy travel options for tourists. Guests at the Scottsdale Plaza Resort are just a short walk away, as is the McCormick-Stillman Railroad Park to the east.

No. 2 - Encourage and maintain a high level of diverse, quality retail and entertainment activity in Scottsdale that supports the needs of Scottsdale's residents and visitors.

- ***Encourage the location of new, high quality, regionally oriented retail activities in Scottsdale. New retail activity should focus on unique and diverse retail adventures.***
- The Palmeraie will introduce several new, one-of-a-kind and diverse luxury retailers to Scottsdale. These retailers will bring their own unique retail experiences which collectively enhance the overall vision of The Palmeraie as a luxury oasis within the desert. It will be an environment unlike any other in which locals and visitors can embrace new activities within their own community.
- ***Maintain a strong, aggressive position in dealing with bringing new, high quality retail and entertainment experiences to the community.***
- The Palmeraie will offer world class designer boutiques and dining options organized around walkable open-air plazas with lush landscaping, an abundance of shade and key water features. The overall experience will be unique to Scottsdale and the Valley and will support the needs of residents and visitors alike.

No. 3 - Encourage and support a diversity of businesses that contribute to Scottsdale's sales and property tax base so that needed infrastructure, physical amenities, services, and the expansion of such services are provided.

- ***Diversify Scottsdale's business and retail community so it includes a variety of business types as well as a variety of business scales and sizes.***
- ***Promote Scottsdale as a diverse shopping and entertainment destination.***
- The Palmeraie will once again solidify Scottsdale as a premiere shopping and entertainment designation. Phase II will add over 42,000 sqft of new and unique retail along with 20,000 sqft of dining options, both working in conjunction with Phase I retail and dining options. The project will expand Scottsdale's sales tax base to ensure that the City can continue to provide vital services for residents.

COMMUNITY MOBILITY GOALS AND APPROACHES

No. 8 - Emphasize live, work, and play land use relationships to optimize the use of citywide systems and reduce the strain on regional and local/neighborhood systems.

- *Enhance Encourage the development or redevelopment of areas that support a balance of live, work and play land use relationships and alternative modes of transportation that reduce the reliance on the automobile.*
- *Encourage, where appropriate, mixed use developments that physically incorporate residential, shopping and work environments within one area or project and place strong emphasis on connectivity with non-motorized access (pedestrian oriented development)*
- The Palmeraie represents a 20-acre mixed-use development that will encourage a “park once” mentality. The project provides retail, dining, office, residential and hotel uses in a compact, walkable environment. The project is a true live/work/play development. The comfortable shaded outdoor plazas, courtyards and pedestrian connections will encourage non-motorized trips both within the site and to nearby and connecting properties.

4. SOUTHERN SCOTTSDALE CHARACTER AREA CONFORMANCE

The project is located at the northwest tip of Southern Scottsdale Character Area Plan, along the Resort Corridor. The Resort Corridor exists along N. Scottsdale Road between E. Highland Drive and E. Indian Bend Road. As per the plan, this corridor contains a mix of land use classifications that support, maintain, enhance and expand hospitality/tourism land uses in Southern Scottsdale. The project is in conformance with numerous provisions of the Character Area plan, including some standards outlined below:

LAND USE, GROWTH & ACTIVITY GOALS AND POLICIES (LU)

LU No. 4 - Preserve, enhance and expand the resort, hotel, retail and tourism land uses along the resort corridor in Southern Scottsdale.

- *Promote reinvestment and revitalization along the Resort Corridor to sustain a mix of land uses that complement the area's tourism and hospitality activities.*
- The project is perfectly aligned with this goal and policy. Currently, the vacant Property represents a glaring gap in the Resort Corridor. This project will fill that gap with a high-end retail and tourism-attracting land use that works in conjunction with the existing resort and hotel uses as well as the forthcoming Ritz Carlton. The project will help reinvigorate and enhance this section of the Resort Corridor for years to come.

CHARACTER & DESIGN GOALS AND POLICIES (CD)

CD No. 10 – Provide public art to create exciting and attractive public spaces that are used and enjoyed by Southern Scottsdale residents, workers, and visitors.

- *Enhance the quality of life of Southern Scottsdale residents by increasing their access to the visual arts and create a more aesthetically-pleasing urban environment.*
- *Support the creation of exciting, appealing, and harmonious public spaces by integrating architecture, design, public art, and the planning of infrastructure at the earliest design stage.*

- The Palmeraie courtyards and pedestrian gathering areas are designed in such a manner to enable the integration of high-quality architecture, design and artwork. The water features, shade canopies and distinct building designs will create a visually attractive and enjoyable space for residents and visitors to enjoy. The project will also employ an iconic architectural freestanding ornamental monument.

PUBLIC SERVICES & FACILITIES GOALS AND POLICIES (PSF)

PSF No. 3 – Plan and provide for Southern Scottsdale’s existing and future infrastructure needs.

- ***Encourage both the private and public sectors to underground existing and new 69kV and lower voltage power lines throughout Southern Scottsdale, where feasible.***
- At significant expense, the project will look to underground the existing 69kv lines which run along Scottsdale Road. APS is requiring a 30ft utility easement for continued access to these lines. These improvements are a part of Phase I.

5. PLANNED REGIONAL CENTER CONFORMANCE

As noted in Ordinance Section 5.2600, the purpose of the Planned Regional Center District (PRC) is “to provide for regional shopping, business, and residential uses within a planned center serving a broad region.” Additionally, the PRC, “...should be pedestrian oriented with complementary mixed uses that are carefully interrelated by the site design.” The project concept and program are perfectly aligned with this stated purpose. The Palmeraie will provide regional shopping and business opportunities in a highly designed, mixed-use setting. The project layout places an emphasis on pedestrian comfort and orientation.

Additionally, the project is in conformance with all of the applicable development standards of the PRC district, including the Amended Development Standards for Enhanced Design. This includes FAR, density, building height, open space, setbacks and stepbacks.

AMENDED DEVELOPMENT STANDARDS FOR ENHANCED DESIGN

The Palmeraie complies with all requirements stated in Sec. 5.2608 – Amended Development Standards for Enhanced Design. As noted, its purpose is “to encourage sensitivity to site conditions and provide flexibility in planning.” The Amended Development Standards are applied to the Phase II portion of the site. The overall Development Plan has a floor area ratio of 0.98 which conforms to the maximum 1.0 requirement. The Amended Development Standards allow a maximum building height of 90’-0”, including rooftop appurtenances. Building P is the tallest building in Phase II, measuring a building height of 89’-0”, including rooftop appurtenances and centrally located on the site. Due to its centralized location, the building height allowed in the Amended Development Standards is not intrusive to the surrounding area. Phase II is a vertically integrated mixed-use development. Minimum five (5) percent of the total gross floor areas are non-density based uses and minimum twenty (20) percent of density based uses. An additional five (5) percent of open space has been accommodated in the lush courtyard of one of Phase II’s marquee buildings (Building P), which connects to the Phase I centralized, north-

south pedestrian plaza. Phase 2 building massing at the perimeter of the site along Scottsdale Road and Indian Bend Road conforms to all stepback requirements. Building P has an underground parking garage that is integrated into the building. An underground parking garage spans beneath Building S and U while also integrated with the mixed-use buildings above. Building S has two-levels of above grade parking that is screened through the use of architecturally integrated materials so that it is fully concealed from the public view. Phase II will be in compliance with Scottsdale's Green Building Program. As outlined throughout this narrative, The Palmeraie contributes to the future continuity of character area design concepts, corridor design guidelines and all other City design policies.

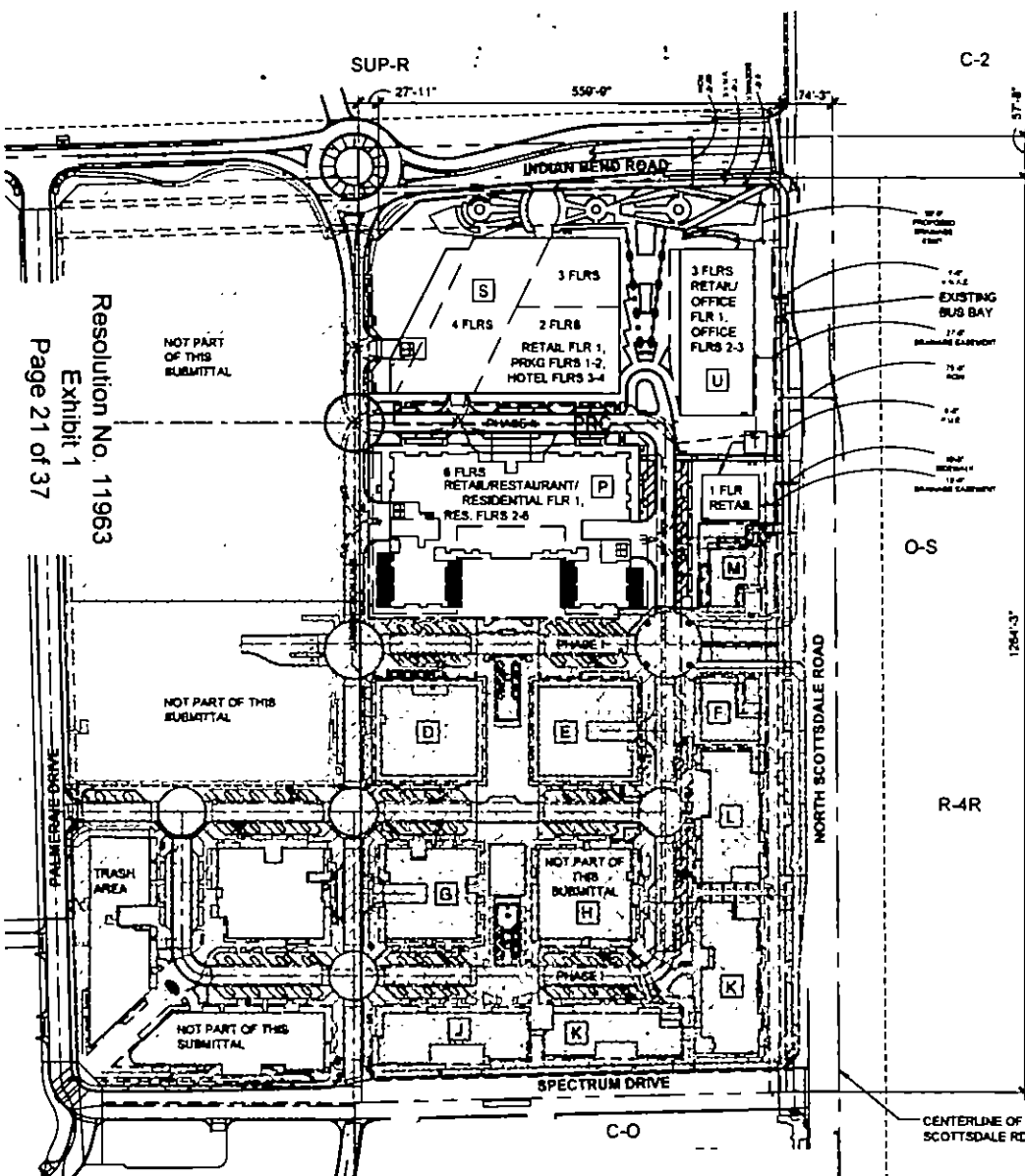
6. PLANNED SHARED DEVELOPMENT OVERLAY CONFORMANCE

The purpose of the PSD District is to provide opportunity for the application of development standards across a full development site, as opposed to applying the standards to each individual lots, tracts or parcels within the overall development. This enables separate lots to function as one cohesive development for a more connected and viable project. The PSD requires a minimum of five (5) acres and may be used in conjunction with all mixed-use and commercial zoning districts. The PSD district is ideal for the proposed project. The mix of uses proposed within the project and the overall site layout can work in unison with other project components for a more viable and experientially enjoyable project.

7. CONCLUSION

As outlined in this narrative and as seen in the application exhibits, the proposal meets and exceeds numerous stated goals of the General Plan, the Southern Scottsdale Character Area Plan, the Planned Regional Center ordinance along with the Amended Development Standards for Enhanced Design and the Planned Shared Development Overlay. The project is fully in-line with the previous approvals granted in 2016 and adheres to all applicable development standards of the PRC zoning district. Phase II, like Phase I, will deliver an iconic project that helps maintain Scottsdale's status as a world class shopping, dining and tourist destination, while also providing employment and living opportunities.

Thank you



01 SITE PLAN - OVERALL
SCALE: N.T.S.

PROJECT DATA - PHASE II

Proposed Uses: Residential/Hotel/Retail/Restaurant/Office
Zoning: PRC
Building Height Allowed: 90' (per amended development standards)

Development Plan Gross Lot Area: 20.13 AC / 876,851 SF
Development Plan Net Lot Area: 17.15 AC / 747,054 SF

Floor Area Ratio (Maximum 1.0 per amended development standards)
720,198 GSF / 747,054 NSF = 0.97 FAR

PARKING CALCULATIONS

Residential Required Spaces (1.5 per dwelling unit):
41 DU @ Building P x 1.5 = 62 cars
Residential Provided Spaces:
Basement Level One (B1 @ Building P) 72
Basement Level Two (B2 @ Building P) 69
Total: 141 cars

Hotel Required Spaces (1.25 per guest room)
(Hotel SF = 47,303 GLA)
150 guest rooms @ Building S x 1.25 = 188 cars

Hotel Provided Spaces:
Above Grade Level One (@ Building S) 89
Above Grade Level Two (@ Building S) 101
Total: 190 cars

Mixed-Use Required Spaces (1 per 325 GSF)
Phase II Total Mixed Use, not including hotel = 133,117 SF

*26,390 SF (Building P retail and F&B)
(Parked in the Phase I Garage) 82 cars

*4,375 SF Building P Patio (1/350 excluding first 350 SF)
(Parked in the Phase I Garage) 13 cars

133,177 SF - 26,390 SF = 106,787 SF
Required Total: 329 cars

Mixed-Use Provided Spaces:
Phase II Cars Parked in Phase I Garage 85
Phase II Surface Parking 28
Basement Level One (B1 @ Building S/U) 204
Basement Level Two (B2 @ Building S/U) 122
Total: 447 cars

Provided Phase II Total: 778 cars
Provided Phase I Total: 1,417 cars

Provided Phase I + II Total: 2,195 cars
Required Phase II Total: 62 + 188 + 424 = 674 cars

Required Phase I + II (used for bicycle parking) 779 cars
Required Phase I Total: 1,090 cars

GROSS PARKING AREAS
Basement Level One (B1 @ Building P) 64,500 SF
Basement Level Two (B2 @ Building P) 64,500 SF
Basement Level One (B1 @ Building S) 98,416 SF
Basement Level Two (B2 @ Building S) 70,400 SF
Above Grade Level One (@ Building S) 45,797 SF
Above Grade Level Two (@ Building S) 45,797 SF
Total Phase II Parking Area: 390,812 SF

ACCESSIBLE PARKING
Required: 4% of provided parking = 794 x .04 = 32
Provided: 32
Van Accessible: 1 per 6 required = 6

BICYCLE PARKING
Required: 1/10 required parking cars, but not to exceed 100
Phase 1 Required: 78
Phase 2 Required: 68
78 + 68 = 146 Total
Phase 1 Provided (100/146 = 78)
Phase 2 Provided (100/146 = 68)
(1 Bike Loop = 2 Bicycles)

BUILDING AND FENCE HEIGHTS
Max. Building Height Allowed: 90' (including rooftop
appurtenances)

Building P 90 FT
Building S 60 FT
Building T 36 FT
Building U 60 FT

* THERE IS NO CONTINUOUS SITE FENCE. SERVICE YARD
SCREEN WALLS ARE TO BE TALL ENOUGH TO SCREEN ALL
EQUIPMENT WITHIN SERVICE YARDS.

BUILDING AREA TABULATIONS

Use:
Residential 234,061 GLA
Hotel 47,872 GLA
Retail 42,573 GLA
Food & Beverage 19,300 GLA
Office 47,937 GLA

Total: 391,743 GLA

Restaurant Patio 5,425 SF

GROSS SF TABULATIONS

Building P 321,287 GSF
Building S 71,561 GSF
Building T 5,056 GSF
Building U 76,673 GSF

Phase II Total: 474,577 GSF
Phase I Total: 245,621 GSF
Phase I + II Total: 720,198 GSF

Phase II Total: 474,577 GSF
Phase I Total: 245,621 GSF
Phase I + II Total: 720,198 GSF

NONDENSITY BASED LAND USES

Phase II
Building P 122,941 GSF
Building S 71,561 GSF
Building T 5,056 GSF
Building U 76,673 GSF

Phase II Total: 276,231 GSF
Phase I: 245,621 GSF
Total Nondensity Based Uses: 521,852 GSF

50% Maximum Residential NSF
Provided Residential NSF: 198,346 NSF

Dwelling Units - Maximum Allowed: 422 DU
Dwelling Units - Provided: (21 DU/AC) 41 DU

OPEN SPACE TABULATIONS

Required Open Space:
Maximum Building Height = 90' Proposed (90' Allowed)
First 12' of Height = 10% x Net Lot Area
= .10 x 315,805 = 31,580 SF

Next 78' of Height = 78' x .004 x 315,805 = 98,531.16 SF

Open Space Required (not including parking lot landscaping):
= 315,508.50 + 98,531.16 = 130,111.66 SF

Open Space Required (does not exceed 20% of Net Lot Area)
= 315,805 x .20 = 63,161 SF

Open Space Required Per Amended Development Standards
= 5% of Net Lot Area + 20% of Net Lot Area
= 15,790.25 SF + 63,161 SF = 78,951 SF

Open Space Provided = 123,603 SF
(Open Space Provided exceeds 20% + 5% of Net Lot Area of
Development Plan)

Front Open Space Minimum:
Required Open Space x 25%
130,111.66 SF x .25 = 32,527.91 SF

Front Open Space Provided = 59,315 SF

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Exhibit 1



01

SITE PLAN - ENLARGED

NAME: _____

1

1. REFER TO CIVIL PLANS FOR FINISH FLOOR ELEVATIONS
2. PARE THICKER THAN RADIALS SHOWN AT INTERSECTIONS
CONC. = WITH REINFORCED PARE OR OTHERWISE (6-8" AS PER
RADIALS AND 4-6" OUTSIDE RADIALS WITH 5-6" SLACK)
BOTH

NELSEN
PARTNERS
ARCHITECTS & PLANNERS

William Permut, Inc.
Austin | San Antonio

13700 Marsh Southwest Road
Suite 2000
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THE PALMERAIE PHASE II ZONING

3890 N SCOTTSDALE RD
SCOTTSDALE, AZ

1

Page 14 of 14

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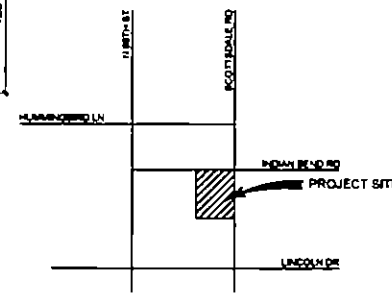
4. 23. 1986

Project No.
310778

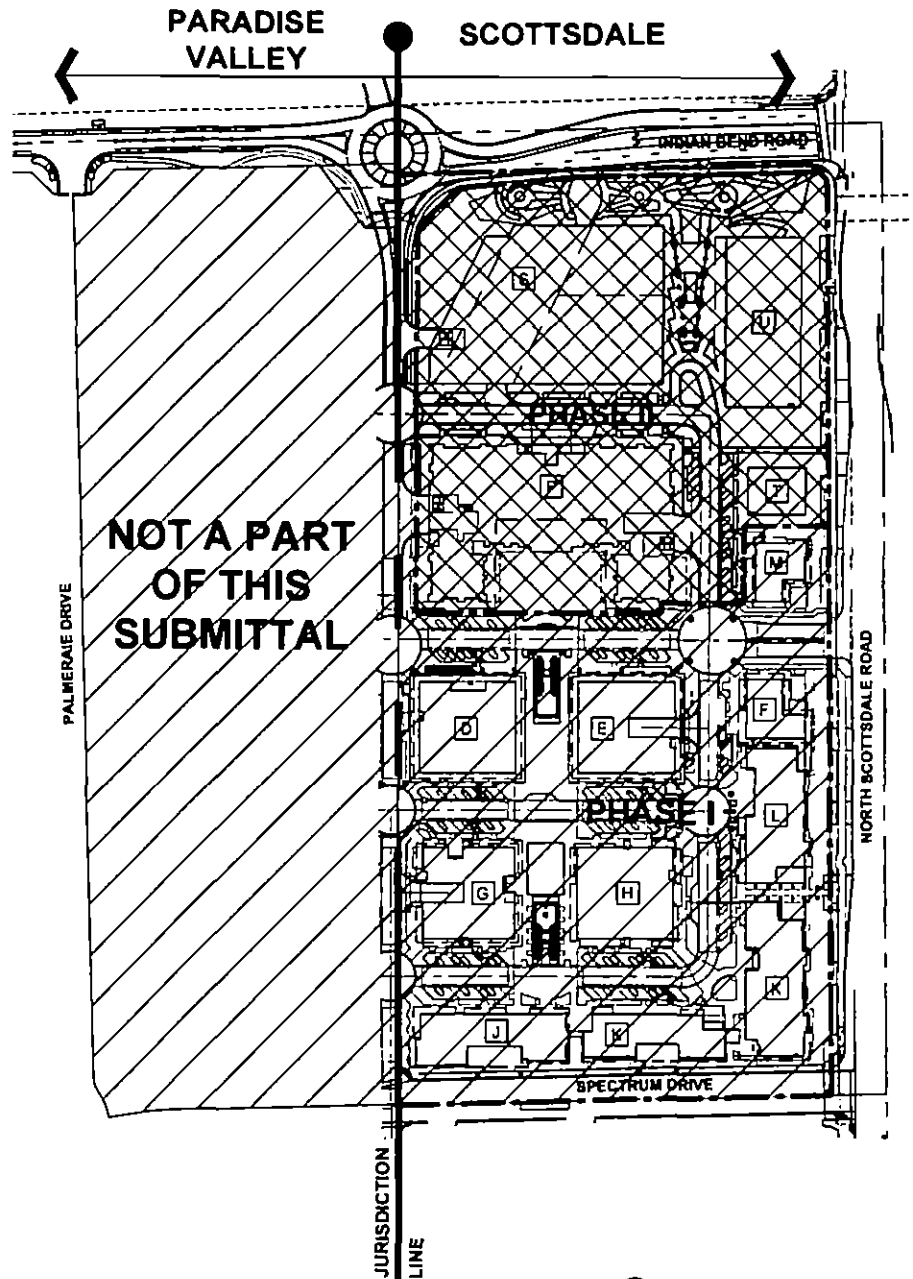
DATE _____

A111
SITE PLAN - ENLARGED

SITE PLAN - ENLARGED

 VICINITY MAP

100



01 PHASING PLAN
SCALE: 1"=80'

**NELSEN
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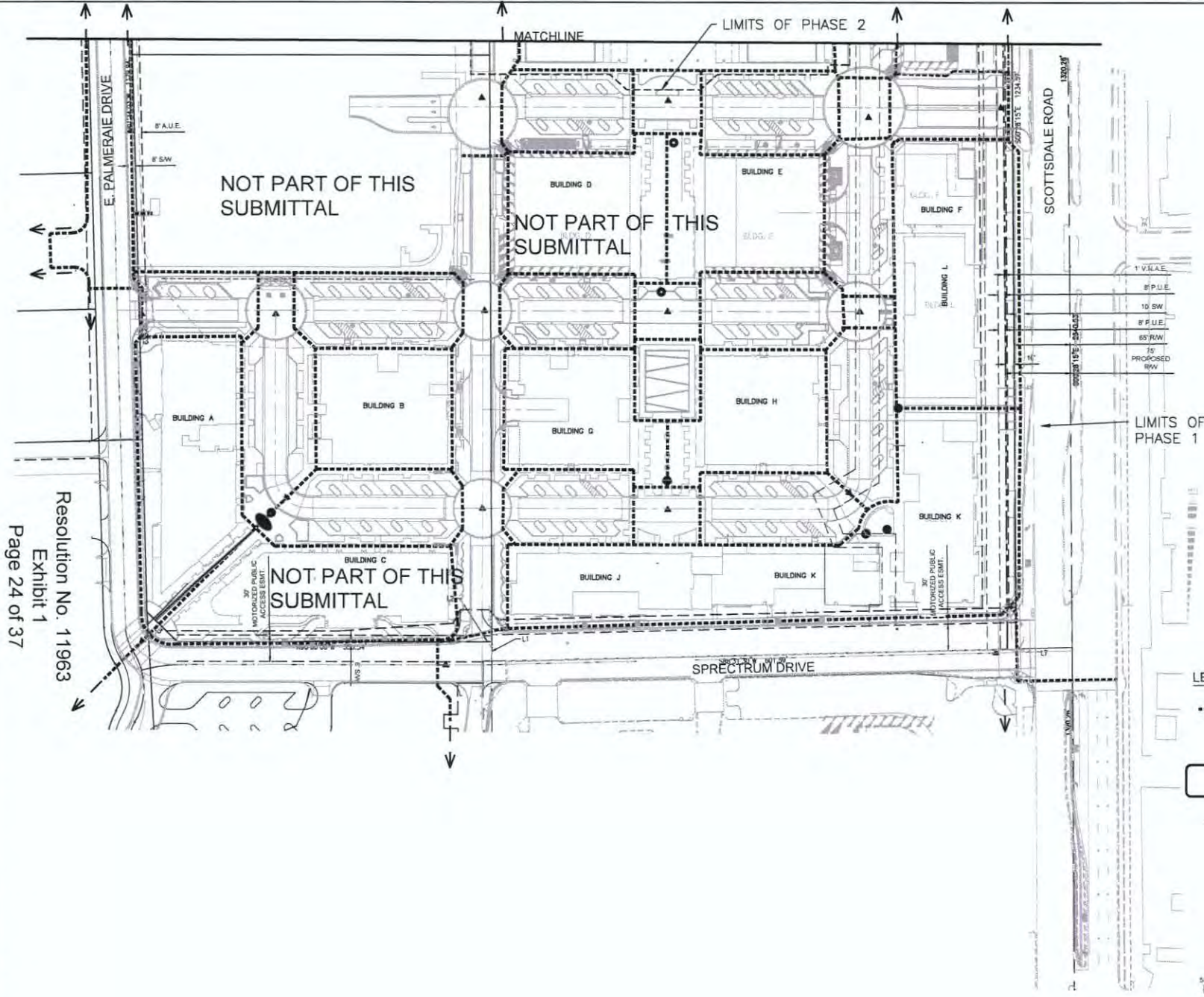
THE PALMERAIE
PHASE II ZONING
6990 N. SCOTTSDALE RD
SCOTTSDALE, AZ

Date
JULY 24, 2020

Project No.
318178

A102
PHASING PLAN

Resolution No. 11963
Exhibit 1
Page 24 of 37



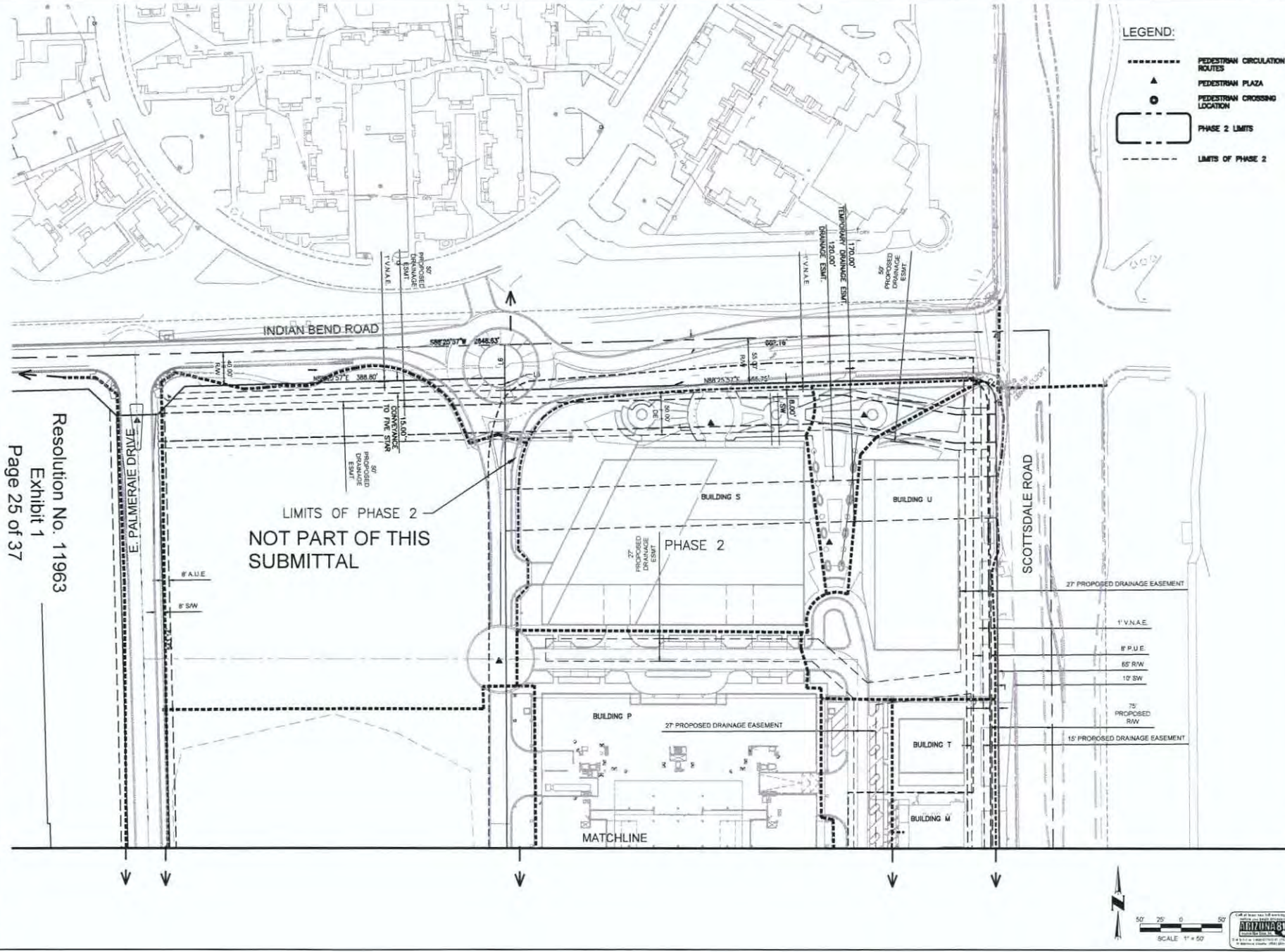
1 SHEET OF 2
CVL Project # 01-02686
CVL File #

PEDESTRIAN & VEHICULAR
CIRCULATION PLAN - SOUTH
THE PALMETTO - PHASE 2
SCOTTSDALE, ARIZONA

Coe & Van Loo Consultants, Inc.

CVL CONSULTANTS
4550 North 12th Street
Phoenix, Arizona 85014
602-264-6831
www.cvl.com

Prepared By: AUSTIN
Print Date: July 14, 2008
Project: 01-02886
Scale: 1" = 50'
Sheet: 2 OF 2
Title: PEDESTRIAN & VEHICULAR CIRCULATION PLAN, NORTH
Project: 01-02886
Scale: 1" = 50'
Sheet: 2 OF 2
Title: PEDESTRIAN & VEHICULAR CIRCULATION PLAN, NORTH



Resolution No. 11963
Exhibit 1
Page 25 of 37

LEGEND:

- PEDESTRIAN CIRCULATION ROUTES
- ▲ PEDESTRIAN PLAZA
- PEDESTRIAN CROSSING LOCATION
- PHASE 2 LIMITS
- LIMITS OF PHASE 2

4550 North 12th Street
Phoenix, Arizona 85014
602-264-6931
www.cvc.com

NO.	REVISION	DATE

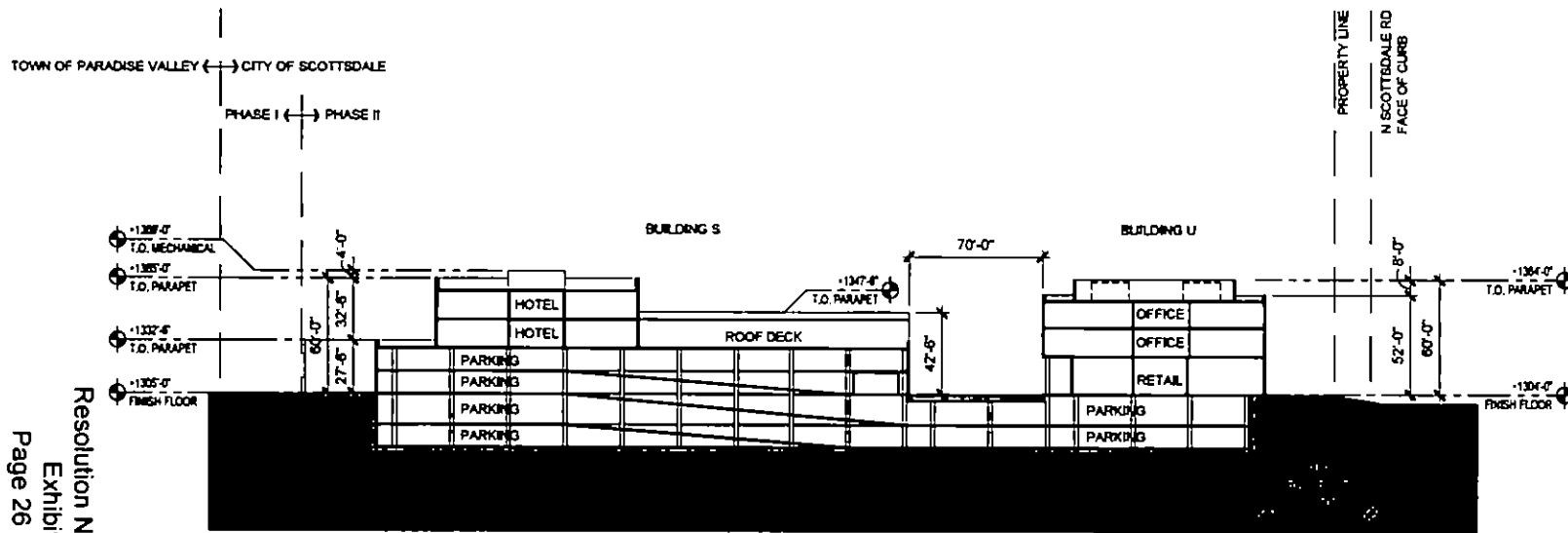
PEDESTRIAN & VEHICULAR CIRCULATION PLAN, NORTH

THE PALMERIAE-PHASE 2

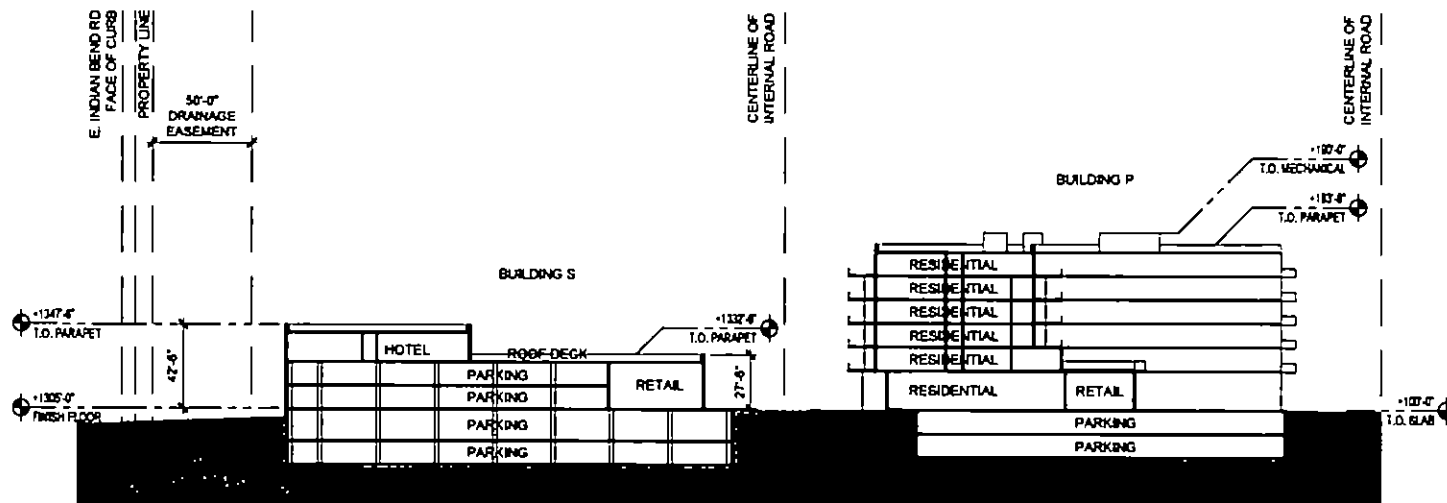
SCOTTSDALE, ARIZONA

2 OF 2 SHEET OF 2

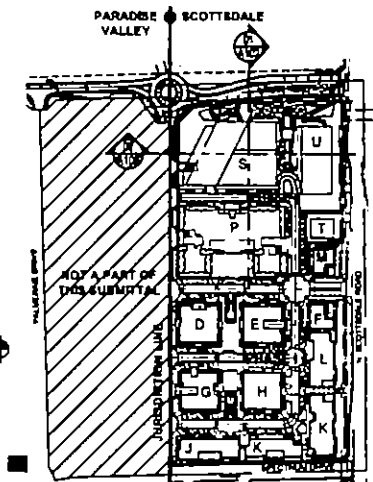
CVA Contract: 01-02886
CVC Project #: 01-02886
CVC File #:



02 SITE SECTION - EAST/WEST (LOOKING NORTH)
SCALE: 1"=30'



01 SITE SECTION - NORTH/SOUTH (LOOKING EAST)
SCALE: 1"=30'



KEY PLAN
NORTH

**NELSEN
PARTNERS**
ARCHITECTS & PLANNERS

Nelson Partners, Inc.
Nelson Partners
12200 North Scottsdale Road
Suite 1000
Scottsdale, Arizona 85254
P: 480.540.2200
info@nelsonpartners.com



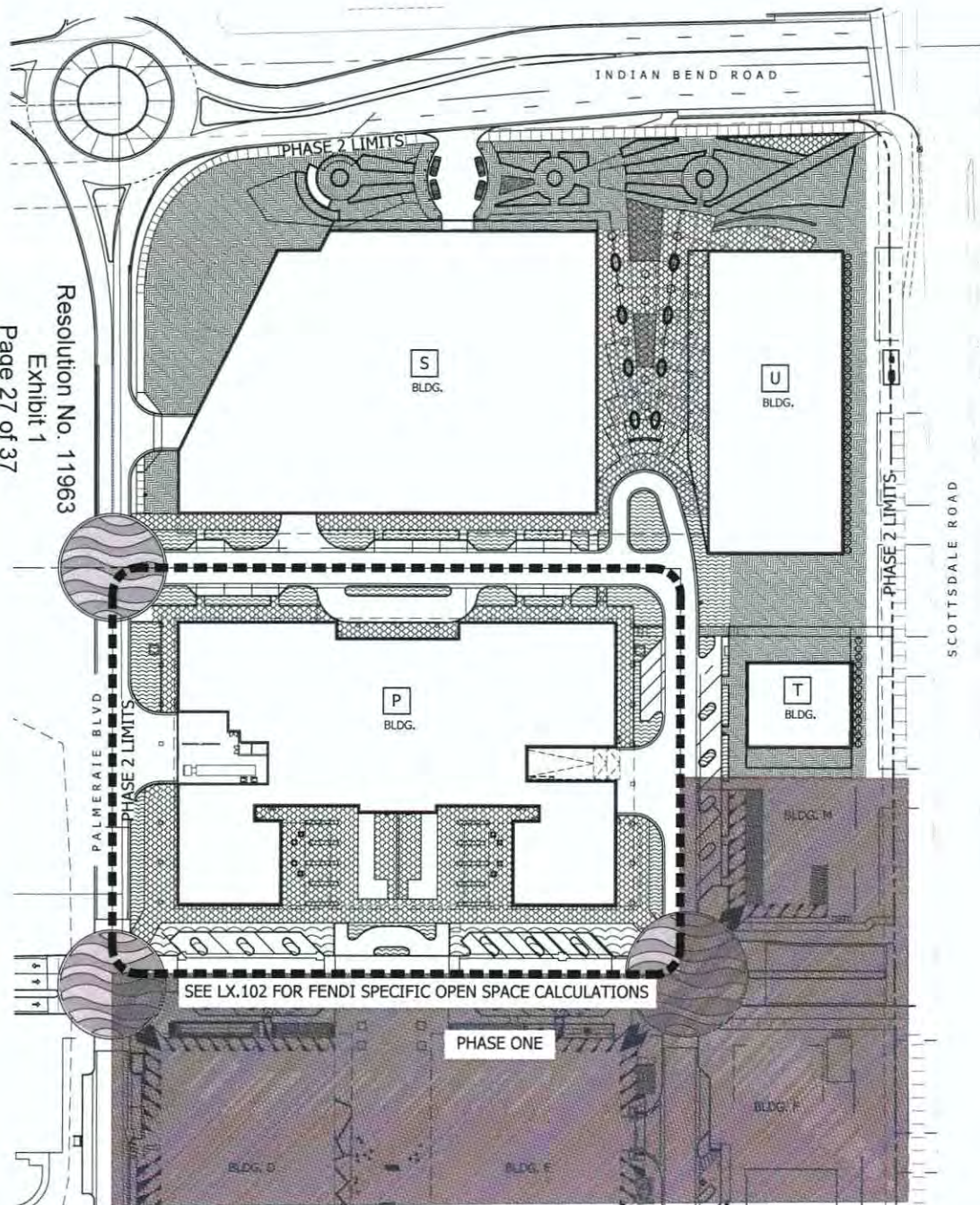
THE PALMER AIE
PHASE II ZONING
6990 N. SCOTTSDALE RD
SCOTTSDALE, AZ

Date
JULY 24, 2020

Sealings are either a matter of opinion or
subject to change without notice and
shall not be used for any other purpose
without the written consent of the engineer.

Project No.
318178

A400
SECTION 4



PHASE 2 OPEN SPACE PLAN CALCULATIONS

PROJECT DATA ZONING: PRC
NET LOT AREA: 315,805 SF
BUILDING HEIGHT: 90' (PER AMENDED DEVELOPMENT STANDARDS)

OPEN SPACE CALCULATIONS:

REQUIRED OPEN SPACE:

MAXIMUM BUILDING HEIGHT = 90' PROPOSED (90' ALLOWED)

FIRST 12' OF HEIGHT = 10% X NET LOT AREA

= .10 X 315,805 = 31,580.50 SF

NEXT 78' OF HEIGHT = 78' X .004 X 315,805 = 98,531.16 SF

OPEN SPACE REQUIRED (NOT INCLUDING PARKING LOT LANDSCAPING)

= 31,580.50 + 98,531.16 = 130,111.66 SF

OPEN SPACE REQUIRED (DOES NOT TO EXCEED 20% OF NET LOT AREA)

= 315,805 X .20 = 63,161 SF

OPEN SPACE REQUIRED PER AMENDED DEVELOPMENT STANDARDS

= 5% OF NET LOT AREA + 20% OF NET LOT AREA

= 15,790.25 + 63,161 SF = 78,951 SF

OPEN SPACE PROVIDED = 123,603 SF (OPEN SPACE PROVIDED EXCEEDS 20% + 5% OF NET LOT AREA OF DEVELOPMENT PLAN)

PARKING LOT LANDSCAPING REQUIRED:

PARKING LOT AREA X 15%

25,416 SF X .15 = 3,812 SF

PARKING LOT LANDSCAPE PROVIDED = 17,368 SF

NOTE: PARKING LOT LANDSCAPING REQUIREMENTS IN ADDITION TO REQUIRED OPEN SPACE

FRONT OPEN SPACE MINIMUM:

REQUIRED OPEN SPACE X 25%

130,111.66 SF X .25 = 32,527.91 SF

FRONT OPEN SPACE PROVIDED = 59,315 SF

COURTYARD MINIMUM:

NET LOT AREA X 1%

315,207 SF X .01 = 3,152.07 SF

COURTYARD SPACE PROVIDED = 10,635 SF

DENOTES FRONT OPEN SPACE
59,315 SF

DENOTES OPEN SPACE OTHER THAN FRONT OPEN SPACE
51,203 SF (10,635 COURTYARD SPACE)

DENOTES PARKING LOT LANDSCAPING
17,368 SF

DENOTES COURTYARD SPACE (SEE LX.102 FOR EXTENTS)
10,635 SF

*NOTE: OPEN SPACE CALCULATION INCLUDES ALL WALKWAYS, PATIOS, AND PEDESTRIAN CORRIDORS



PALMERAIE

6990 N. SCOTTSDALE, RD.
SCOTTSDALE, AZ

OWNER / DEVELOPER
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4550 N 12TH STREET
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EMAIL: TSTARKEY@CVLCL.COM



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PHASE 2 OPEN SPACE PLAN



SCALE: 1" = 40'
0 40 80 120 Feet



LX.101
1 of 2

PHASE 2 - FENDI OPEN SPACE PLAN CALCULATIONS

PROJECT DATA ZONING: PRC
NET LOT AREA: 133,310 SF
BUILDING HEIGHT: 90' (PER AMENDED DEVELOPMENT STANDARDS)

OPEN SPACE CALCULATIONS:

REQUIRED OPEN SPACE:

MAXIMUM BUILDING HEIGHT = 90' PROPOSED (90' ALLOWED)

FIRST 12' OF HEIGHT = 10% X NET LOT AREA

= 10 X 133,310 = 13,331 SF

NEXT 78' OF HEIGHT = 78' X .004 X 133,310 = 41,593 SF

OPEN SPACE REQUIRED (NOT INCLUDING PARKING LOT LANDSCAPING)

= 41,593 + 13,331 = 54,924 SF

OPEN SPACE REQUIRED (DOES NOT TO EXCEED 20% OF NET LOT AREA)

= 133,310 X .20 = 26,662 SF

OPEN SPACE REQUIRED PER AMENDED DEVELOPMENT STANDARDS

= 5% OF NET LOT AREA + 20% OF NET LOT AREA

= 6,666 SF + 26,662 SF = 33,328 SF

OPEN SPACE PROVIDED = 37,656 SF (OPEN SPACE PROVIDED EXCEEDS 20% + 5%
OF NET LOT AREA OF DEVELOPMENT PLAN)

PARKING LOT LANDSCAPING REQUIRED:

PARKING LOT AREA X 15%

5,600 SF X .15 = 840 SF

PARKING LOT LANDSCAPE PROVIDED = 10,968 SF


NOTE: PARKING LOT LANDSCAPING REQUIREMENTS IN ADDITION TO REQUIRED
OPEN SPACE


COURTYARD MINIMUM:


NET LOT AREA X 1%

98,567 SF X .01 = 985 SF

COURTYARD SPACE PROVIDED = 10,635 SF

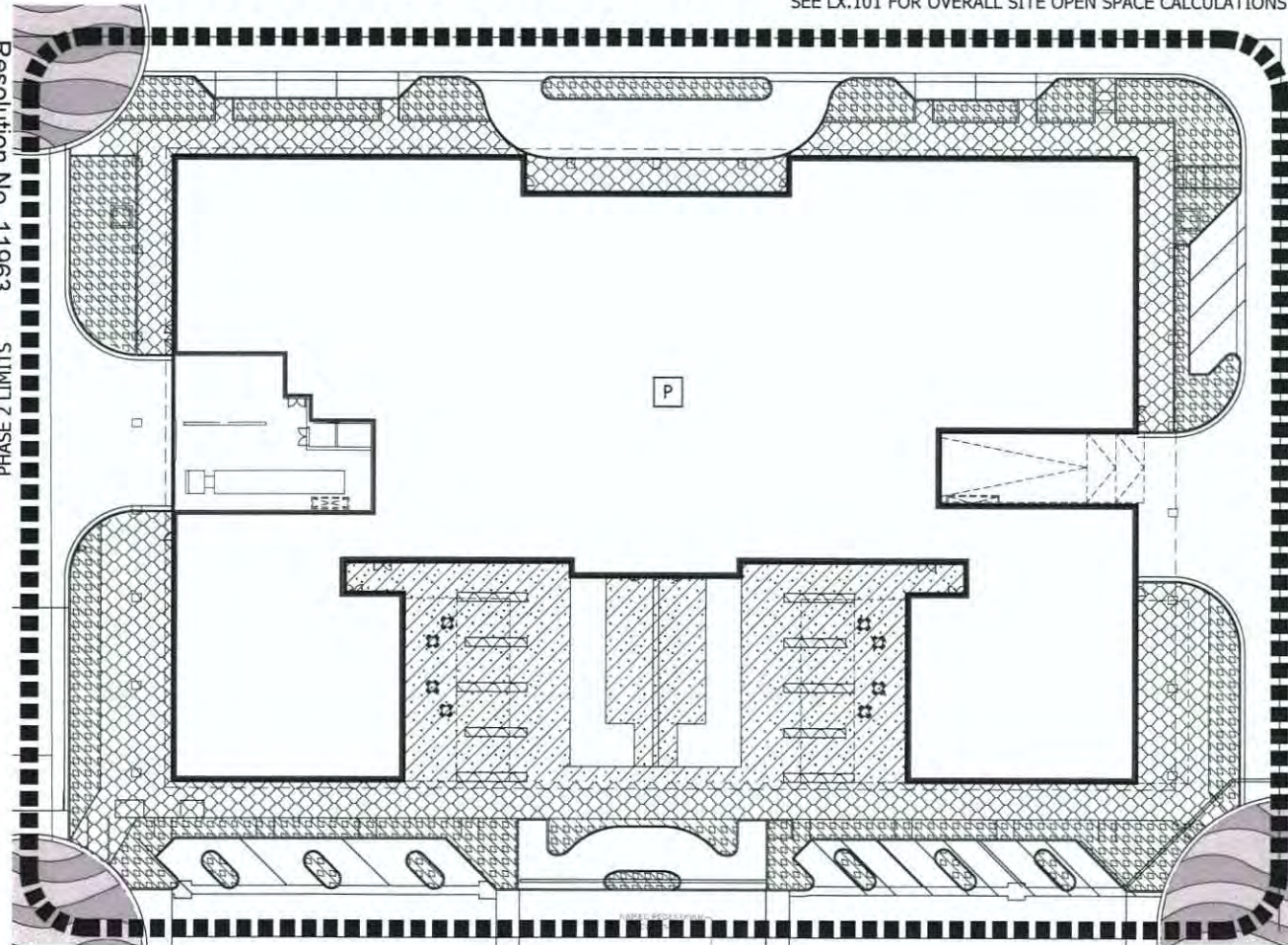
 DENOTES OPEN SPACE OTHER THAN FRONT OPEN SPACE
26,668 SF (10,635 COURTYARD SPACE + 16,033 OPEN SPACE)

 DENOTES PARKING LOT LANDSCAPING
10,968 SF

 DENOTES COURTYARD SPACE
10,635 SF

*NOTE: OPEN SPACE CALCULATION INCLUDES ALL WALKWAYS, PATIOS, AND
PEDESTRIAN CORRIDORS

SEE LX.101 FOR OVERALL SITE OPEN SPACE CALCULATIONS



PALMERAIE

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Landscape Architecture, Urban Planning, Urban Design, Environmental Assessment, Engineering, Surveying, Construction Management

PHASE 2 OPEN SPACE
PLAN - FENDI

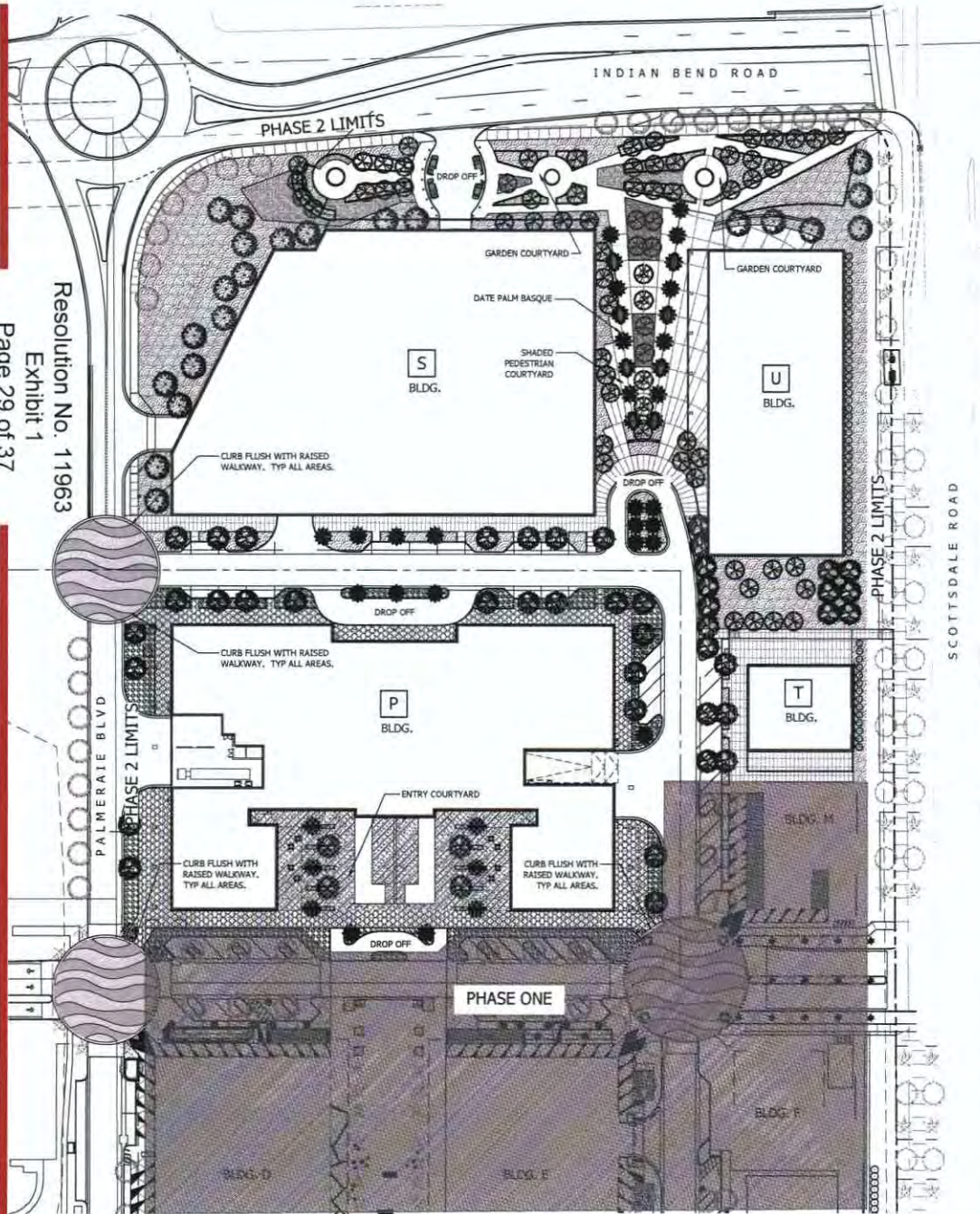


SCALE: 1" = 20'

Typical of the Project (SEE EXHIBIT LX.101 FOR PHASE 2 OPEN SPACE PLAN)



LX.102
2 of 2



CONCEPT PLANT SCHEDULE

	STREET TREES CITRUS X TANGULO / TANGULO PSTACIA CHINENSIS / CHINESE PISTACHE PSTACIA X RED PINE / PISTACHE QUERCUS VIRGINIANA / SOUTHERN LIVE OAK SCHEUCHZERIA PALMISTIFOLIA / BRAZILIAN PEPPER ULMUS PARVIFOLIUS / TRUE GREEN / TRUE GREEN ELM	22
	PALE TREES CHAMEROPS HUMILIS / MEDITERRANEAN FAN PALM CYCAS REVOLUTA / JAPANESE SAGO PALM PHOENIX GATEWAY / TIGER TAIL / DATE PALM WASHINGTONIA FILIBUSTA / HYBRID FAN PALM	41
	ACCENT TREES BAURERIA FLORIBUNDA / OREGONIAN OREGON TREE CAESALPINIA CACALUO / SHOOTER / CASUALITE CITRUS X TANGULO / TANGULO CROTON BODINIERI / ANACARDIA LAGERSTROMIA X NATCHEZ / WHITE CAMEL WYTHLE MULTI-TRUNK NERIUM OLEANDER / LITTLE RED / TM / STANDARD LITTLE RED OLEANDER NERIUM OLEANDER / WHITE / STANDARD WHITE OLEANDER OLEA EUROPAEA / WILSONI / WILSON OLIVE PSTACIA LENTISCUS / MASTIC TREE SCOPARIA SECUNDIFLORA / TEXAS MOUNTAIN LAUREL X CHETALPA TASHKENTENSIS / CHETALPA	70
	PALM TREES CITRUS X TANGULO / TANGULO	47
	GREEN SCREEN BAMBUSSA BAMBUS / JADE GODDESS BAMBOO BAMBUSSA MULTIPLEX / HEDGE BAMBOO BAMBUSSA MULTIPLEX / GOLDEN GODDESS / GOLDEN GODDESS BAMBOO CITRUS X AURANTUM / SUGAR ORANGE FICUS MICROCARPA NITIDA / INDIAN LAUREL COLUMN LIGULASTRUM JAPONICUM / JAPANESE PRIVET	
	GREEN WALL FICUS FUMIDA / CREEPING FIG PORTULACARIA AFRA / ELEPHANT BUSH TRACHELOSPERMUM JASMINOIDES / STAR JASMINE TRELLIS	
	GROUND COVER CARISSA MACROCARPA / GREEN CARPET / GREEN CARPET NATAL PLUM CARISSA MACROCARPA / TUTTLE / NATAL PLUM DENDROBIUM CLABRA NODIGERUM GELU / FING BUSH LANTANA CAMARA / GOLD MOUND / GOLD MOUND LANTANA LANTANA MONTEVIDEENSIS / PURPLE / TRAILING LANTANA	
	SHRUB AREAS AGAVE DESMETIANA / DWARF CENTURY PLANT AGAVE WEBERI / WEBER'S AGAVE ALOE BARBADENSIS / BARRADOES ALOE ANNUALS VARIES / SEASONAL ASPARAGUS DENSIFLORUS BAMBUSSA BAMBUS / JADE GODDESS BAMBOO BAMBUSSA MULTIPLEX / GOLDEN GODDESS / GOLDEN GODDESS BAMBOO BOUGAINVILLEA X BARRADA VAST / BARRADA VAST BOUGAINVILLEA BOUGAINVILLEA X ROSENA / ROSENA / BOUGAINVILLEA BUTYRUS X GREEN GEM / GREEN GEM BOWWOOD CALLISTEMON VERNALIS / LITTLE BUSH / DWARF SHEEPING BOTTLEBRUSH CARISSA MACROCARPA / TUTTLE / NATAL PLUM DASYLIRION LONGISSIMUM / TIGHTLESH ORIENT SPOON EUPHORBIA TIRUCALLI STYLOS ON TRIP / PINK TREE HESPERALOE PARVIFLORA / BRACKLELIGHTS / TM / BRACKLELIGHTS RED YUCCA HESPERALOE PARVIFLORA / PINK PARADE / TM / PINK PARADE YUCCA HESPERALOE PARVIFLORA / YELLOW / YELLOW YUCCA HYMENOPHYLLIS ACALIS / ANGELITA DASH LEUCOPHYLLUM ZYGOPHYLLUM / BLUE RANGER / CINCHON MULLENBERGIA CAPILLARIS / PINK MULEY MULLENBERGIA CAPILLARIS / REGAL MIST / TM / MULEY MULLENBERGIA LINCHMEIERI / LINCHMEIER'S MULEY MULLENBERGIA LINCHMEIERI / AUTUMN GLOW / TM / LINCHMEIER'S MULEY MYRTUS COMPLANATA / COMPLANATA / DWARF WYTHLE NERIUM OLEANDER / PETITE PINK / OLEANDER NERIUM OLEANDER / PETITE RED / PETITE RED OLEANDER OLEA EUROPAEA / LITTLE OLIVE / TM / LITTLE OLIVE OLIVE PEDIANTHUS MACROCARPUS / SLIPPER PHOTINIA X FRAGERS / PHOTINIA ESPALIER PODOCARPUS GRACILIS / COLUMN / COLUMN / PINK PINE PRACANTHUS X BRILLIANT / ESPALIER / PRACANTHUS RHAPHIOLEPIS INDICA / BALLERINA / BALLERINA INDIAN HAWTHORN RHAPHIOLEPIS INDICA / CLARA / INDIAN HAWTHORN RHAPHIOLEPIS X DELICATA / MAXIMIST BEAUTY / TM / MAXIMIST BEAUTY INDIAN HAWTHORN ROSA CHINENSIS / CHINESE ROSE RUELLIA BRITTONIANA / BLUE RUELLIA RUELLIA PENINSULARIS / WILD PETUNIA RUELLIA EQUESTRIFORMIS / CORAL FOUNTAIN STREPTIS NICOLAI / GIANT BIRD OF PARADISE STREPTIS NICOLAI / GIANT BIRD OF PARADISE TECOMA STANS / YELLOW BELLS TECOMA X SERENA APICULATA / SERENA APICOT YELLOW BELLS TRACHELOSPERMUM JASMINOIDES / STAR JASMINE TRELLIS WEDDIA TRELLOBIATA / WEDDIA XYLODIA CONGESTUM / SHINY XYLODIA	



PALMERAIE

6990 N. SCOTTSDALE RD.
SCOTTSDALE, AZ

OWNER / DEVELOPER
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Landscape Architecture, Civil Engineering, Surveying, Planning, and Construction Management

PHASE 2 LANDSCAPE PLAN

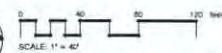
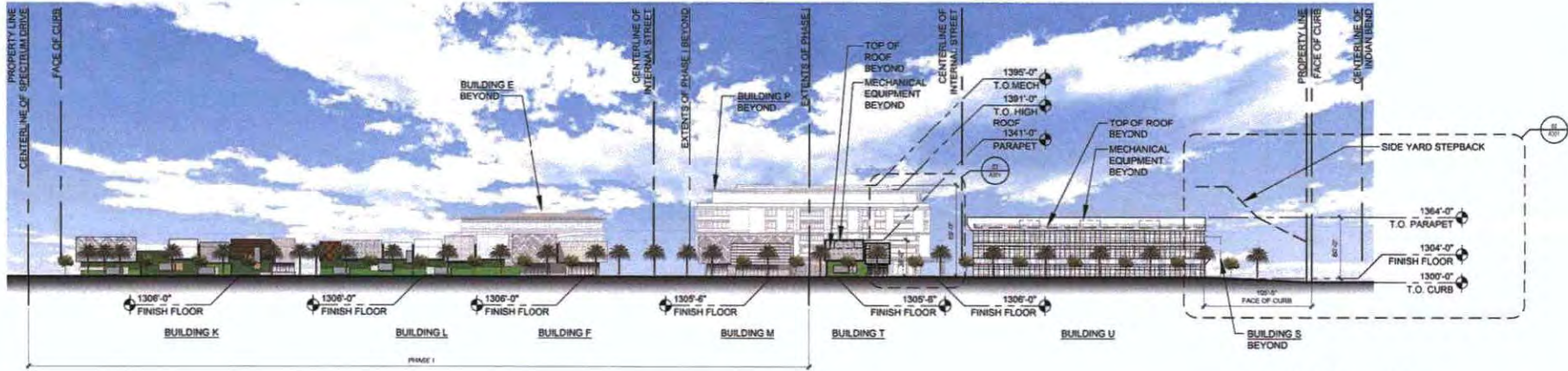


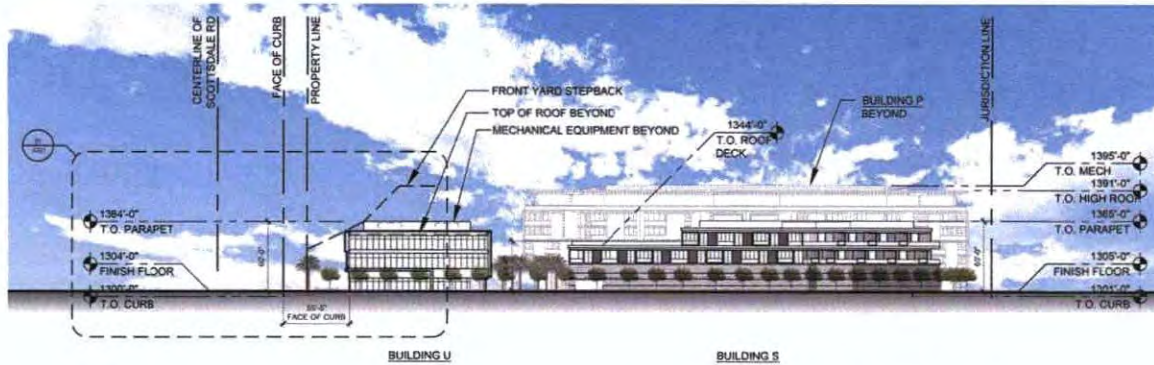
EXHIBIT LS.101
1 of 1



**SCOTTSDALE RD
EAST ELEVATION**

SCALE: 1"=50'

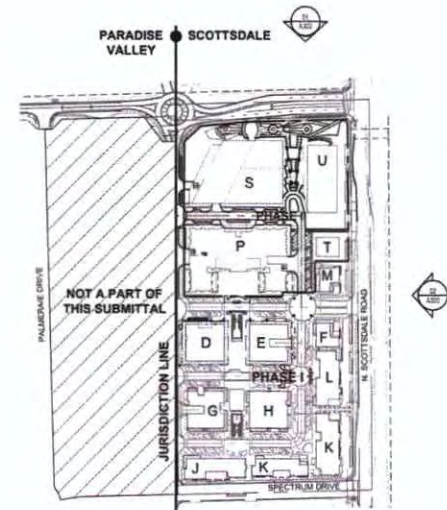
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**INDIAN BEND RD
NORTH ELEVATION**

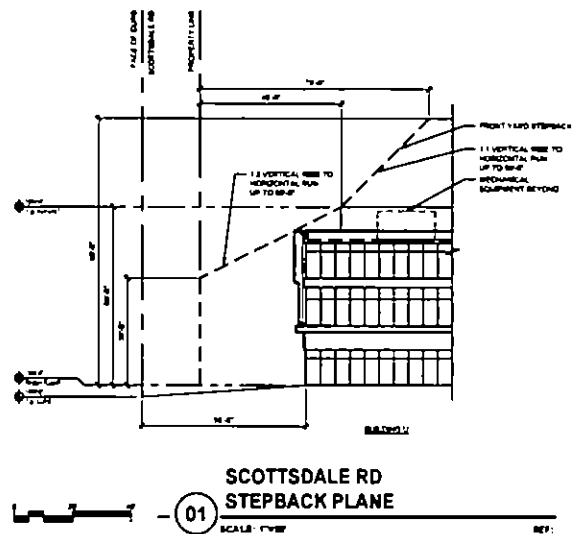
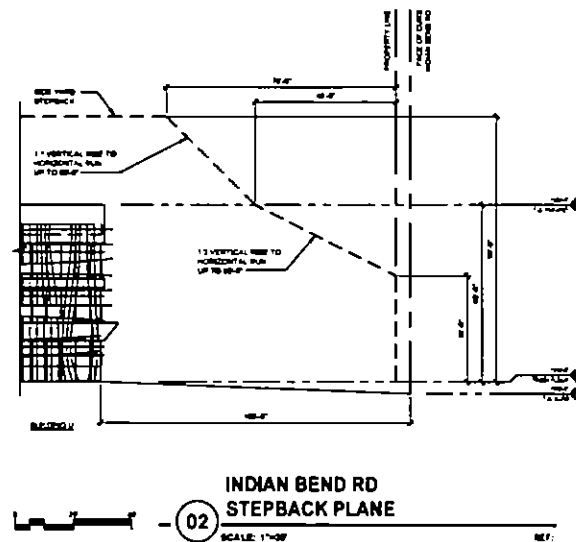
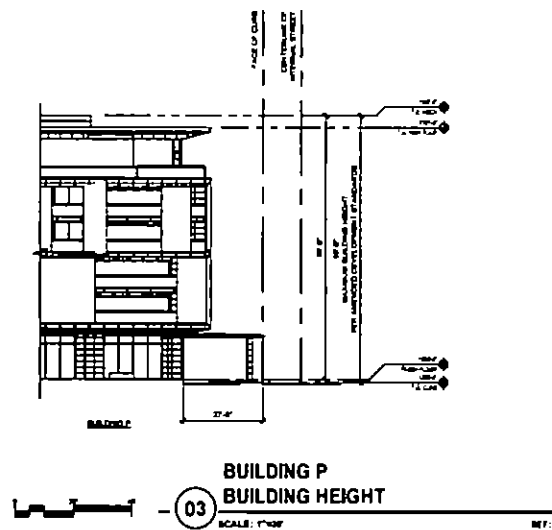
SCALE: 1"=50'

REF:



KEY PLAN





**THE PALMER AIE
PHASE II ZONING**
6980 N. SCOTTSDALE RD
SCOTTSDALE, AZ

Date
JULY 24, 2020

Building and safety-related drawings have been prepared and checked for compliance with applicable codes and standards, and the engineer's professional seal is on the drawings.

1. NAE NELSON PARTNERS, INC.

Project No.
318175

A301
STEPBACKS



Resolution No. 11963
Exhibit 1
Page 33 of 37

01 VIEW TO THE PALMERAIE FROM NORTHEAST CORNER
SCALE: N.T.S. REF:

NELSEN PARTNERS ARCHITECTS & PLANNERS

Nelson Partners, Inc.
Austin | Scottsdale
15210 North Scottsdale Road
Suite 1000
Scottsdale, Arizona 85254
t: 480.949.6800
nelsonpartners.com



THE PALMERAIE PHASE II ZONING 6990 N. SCOTTSDALE RD. SCOTTSDALE, AZ

Date
JULY 24, 2020

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Project No.
318178

A120
PERSPECTIVE



Resolution No. 11963
Exhibit 1
Page 34 of 37

01 VIEW TO THE PALMERAIE FROM SANDS NORTH ENTRY DRIVE
SCALE: N.T.S. REF:

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Suite 6000
Scottsdale, Arizona 85254
t: 480.949.6800
nelsonpartners.com



THE PALMERAIE PHASE II ZONING 6990 N. SCOTTSDALE RD. SCOTTSDALE, AZ

Date
JULY 24, 2020

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Project No.
318178

A121
PERSPECTIVE



01 VIEW TO BUILDING P FROM SCOTTSDALE ROAD ENTRY
SCALE: N.T.S. REF:

**NELSEN
PARTNERS**
ARCHITECTS & PLANNERS

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13210 North Scottsdale Road
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nelsonpartners.com



THE PALMER AIE
PHASE II ZONING
6960 N. SCOTTSDALE RD.
SCOTTSDALE, AZ

Date
JULY 24, 2020

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Project No.
318178

A122
PERSPECTIVE



THE PALMER AIE
PHASE II ZONING
6990 N. SCOTTSDALE RD.
SCOTTSDALE, AZ

Date
JULY 24, 2020

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Project No.
318178

A123
PERSPECTIVE



Resolution No. 11963
Exhibit 1
Page 36 of 37

01 SOUTH ELEVATION VIEW OF BUILDING P
SCALE: N.T.S. REF:



01 VIEW OF BUILDING P COURTYARD
SCALE: N.T.S.

REF:

RESOLUTION NO. 11964

A RESOLUTION OF THE CITY OF SCOTTSDALE, ARIZONA,
AUTHORIZING THE MAYOR TO EXECUTE DEVELOPMENT
AGREEMENT NO. 2020-182-COS FOR PROPERTY GENERALLY
LOCATED AT 6990 N. SCOTTSDALE ROAD.

WHEREAS, A.R.S. § 9-500.05 authorizes the City to enter into development agreements with persons having an interest in real property located in the City; and

WHEREAS, it is in the best interest of the City and owner to enter into Development Agreement No. 2020-182-COS for a development located at the southwest corner of Indian Bend Road and Scottsdale Road; and

WHEREAS, this Development Agreement No. 2020-182-COS is consistent with the portions of the City's general plan applicable to the property on the date this Agreement is executed.

NOW, THEREFORE, LET IT BE RESOLVED, by the Council of the City of Scottsdale, as follows:

Section 1. That Mayor W. J. "Jim" Lane is authorized and directed to execute Development Agreement No. 2020-182-COS after it has been executed by all other parties.

Section 2. That the City Clerk is hereby directed to record Development Agreement No. 2020-182-COS with the Maricopa County Recorder within ten (10) days of its execution by all parties.

PASSED AND ADOPTED by the Council of Scottsdale this ____ day of _____, 2020.

ATTEST:

CITY OF SCOTTSDALE, an Arizona
municipal corporation

By: _____
Carolyn Jagger, City Clerk

By: _____
W. J. "Jim" Lane, Mayor

APPROVED AS TO FORM:
OFFICE OF THE CITY ATTORNEY

By: Margaret Wilson
Sherry R. Scott, City Attorney
By: Margaret Wilson, Senior Assistant City Attorney

ATTACHMENT 4

WHEN RECORDED RETURN TO:

CITY OF SCOTTSDALE
ONE STOP SHOP RECORDS
7447 East Indian School Road, Suite 100
Scottsdale, AZ 85251

C.O.S. Contract No. 2020-182-COS
(Palmeraie)
(Resolution No. 11964)

DEVELOPMENT AGREEMENT

THIS DEVELOPMENT AGREEMENT (the "Agreement") is made and entered into this _____ day of _____, 20____, by and between the City of Scottsdale, an Arizona municipal corporation, ("City") and Five Star Land Owner, LLC, a Delaware limited liability company ("Developer").

RECITALS

A. Arizona Revised Statutes 9-500.05 authorizes the City to enter into a Development Agreement related to real property located within the incorporated area of the City with a landowner or other person having an interest in the real property.

B. The Developer is the current owner of that certain real property located at the southwest corner of Scottsdale Road and Indian Bend Road, in Scottsdale, AZ, containing approximately 20+/- gross acres (the "Property"). The Property is currently comprised of two (2) parcels (the "North Parcel" and the "South Parcel") as described, collectively, on **Exhibit "A"**. The Developer intends to further divide the Property into four (4) total parcels which, for the purpose of this agreement will be known as **Phase 1, Phase 2, Phase 3 and Phase 4** as described, respectively on **Exhibit B-1, Exhibit B-2, Exhibit B-3 and Exhibit B-4**. The Phase 1 parcel, Phase 2 parcel, Phase 3 parcel and Phase 4 parcel, and any future parcels, may individually be described as a "Parcel" and collectively as the "Parcels." The Property is intended to be developed for a mix of uses including, residential, office, hotel, retail, and restaurant uses. The development consists of roughly 250,000 square feet of mixed-use development with underground garage improvements on the Phase 1 parcel and roughly 560,000 square feet mixed-use development with underground garage improvements on the Phase 2, Phase 3 and Phase 4 parcels. The development is intended to work in conjunction with improvements occurring on Paradise Valley land immediately west of the Property.

Page 1 of 13

Contract No. 2020-182-COS
(Resolution No. 11964)

18217741v6

ATTACHMENT 5

C. The Property is the subject of a rezoning case undertaken by Developers and referred to as "The Palmeraie" (the "Project"). Further, to establish the regulatory structure for future development of the Property and the Project, the Developers previously made development applications to the City with associated development plans (collectively, the "Development Plan") for Case No. 7-ZN-2016 (the "Zoning Case") for the Property to be rezoned from Resort / Townhouse Residential (R-4R) to Planned Regional Center (PRC) district, including approval of a development plan. The rezoning was completed pursuant to the adoption of the new regulatory approvals and stipulations contained in approved Ordinance No. 4289 adopted March 21, 2017 and Development Review Board Approval 18-DR-2018 received March 21, 2019 (the "Regulatory Approvals"). Developers have made application to amend Case 7-ZN-2016 and to add the Planned Shared Development ("PSD") overlay upon the Property, pursuant to Section 6.1400, et seq of the City's Zoning Ordinance in zoning Case No. 7-ZN-2016#2.

D. The Development Plan and Regulatory Approvals establish the maximum residential units, maximum hotel rooms, maximum commercial floor area and open space and other requirements ("Development Attributes") associated with the Property under the Regulatory Approvals. The applicable Development Attributes are reflected in a budget (the "Development Area Budget") for each Parcel attached to this Development Agreement as **Exhibit C**. The Development Area Budget sets forth the maximum or minimum Development Attributes to be developed on the Property as part of the overall Project and the planned division of those attributes across each individual Parcel.

E. This Agreement is part of the requirements for approval of Zoning Case 7-ZN-2016#2.

F. This Agreement and the related documents required by this Agreement are intended to stimulate employment, investment in the area, and advance the economic benefit of the City and surrounding neighborhoods, and to achieve the redevelopment of the Property in accordance with this Agreement and in furtherance of the Development Plan.

G. The development required by this Agreement will result in improvements to the greater City and adjacent and nearby properties and will benefit the City and the public in general. Without limitation, such benefits include the enhanced development of a key economic and commercial area within the City, increased tax revenues, facilitation of the development of adjoining and nearby areas, and elimination of impediments to development within the territorial boundaries of the City and the greater community and the area in particular.

H. This Agreement is consistent with the portions of City's general plan applicable to the Property on the date of this Agreement, including the Southern Scottsdale Character Area Plan adopted by the City's Council in October of 2010.

I. The City's governing body has authorized execution of this Agreement by Resolution Number 11964.

In consideration of the above premises, and the mutual promises and representations contained herein, and other good and valuable consideration, the receipt and sufficiency of which the parties hereby acknowledge, the Developer and City agree as follows:

AGREEMENT

1. Recitals. The recitals set forth above are incorporated into this Agreement by reference.

2. Definitions.

2.1 "Development Attributes" means the maximum or minimum development that would be allowed on the Sending property under the City's general and any applicable specific plan and the City's zoning ordinance in effect on the date the City adopted Ordinance No. 4476 allowing the transfer of development rights in the PSD zoning overlay district.

2.2 "Owner" means the owner of a fee interest in a parcel or lot.

2.3 "Parcel" means a separate, legal unit or lot of real property, including the Property or any portion of the Property formed as a separate unit through a land division of the Property approved by the City.

2.4 "Parent Parcel" means a parcel of real property before it is legally divided into one or more lots pursuant to Section 4.2.1.

2.5 "Receiving property" means a lot or parcel within which development rights are increased pursuant to a transfer of development rights.

2.6 "Sending property" means a lot or parcel within which development rights are decreased pursuant to a transfer of development rights.

2.7 "Severance of development rights" means the process of removing specified development rights from a parcel, lot, or Parcel.

2.8 "Shared Facilities" means those certain improvements to the Property that benefit more than one Parcel of the Property, including, without limitations, drainage facilities, private sewers, refuse collection, common areas, internal sidewalks and public parking.

2.9 "Transfer of development rights" means the process by which development rights from a sending property are affixed to one or more receiving properties.

3. Term. The term of this Agreement shall be as follows:

3.1 Duration. The term of this Agreement shall commence on the date this Agreement is approved by the City's Council, signed by all parties, and recorded in the Office of the Maricopa County Recorder, and will continue in effect until all obligations and rights of the parties under this Agreement have been performed, terminated by mutual written agreement of all parties, or have expired.

3.2 Effect of Termination or Expiration on Regulatory Approvals. Termination or expiration of this Agreement shall have no effect on the Regulatory Approvals, which shall continue to be enforceable according to their terms. Any notice of termination or expiration of this Agreement shall so state.

3.3 Referendum. If the Regulatory Approvals are invalidated by a referendum or court action, then this Agreement shall be void ab initio.

4. Project & Zoning. Developer's development of the Property and the Project shall comply with the following:

4.1 No Construction Obligation. Developer has no obligation to develop the Property or any portion of the Project; provided however that all further construction of the Project shall be performed in compliance with the Development Plan, Regulatory Approvals and the terms and conditions of this Agreement.

4.2 Development Area Budget and Allocation. The Property's total Development Area Budget shall not exceed the maximum or fall below the minimum Development Attributes specified in the Development Plan approved in Zoning Case 7-ZN-2016#2 and the Development Area Budget attached hereto as **Exhibit "C."** Any future transfer of development rights between parcels in the Property, including with respect to the Parcels, that is different from the development rights allocations that are set forth and disclosed on the Development Plan and the Development Area Budget will require an application signed by all Owners of the affected parcels and lienholders of such parcels in the Property and is subject to the notice and hearing requirements of section 9-462.04 of the Arizona Revised Statutes.

4.2.1 Developer may divide a Parcel into two or more smaller parcels (each, a "Child Parcel") and allocate Development Attributes to, and determine the development standards under the PSD for, each Child Parcel. The total Development Attributes allocated to all Child Parcels following such division shall not exceed the amount of Development Attributes allocated to the Parent Parcel or cause the Property to fall below the minimum Development Attributes required by the Development Plan.

4.2.2 Any Developer may combine two or more Child Parcels into one parcel (a "Combined Parcel") and allocate Development Attributes to the Combined Parcel. The

total Development Attributes allocated to the Combined Parcel shall not exceed the total amount of Development Attributes previously allocated to the Child Parcels comprising the Combined Parcel, or cause the Property to fall below the minimum Development Attributes required by the Development Plan, unless Developer transfers additional development rights to such Combined Parcel pursuant to the application, notice and hearing, and approval process specified in Section 4.2.

4.3 Planned Shared Development Common Areas and Shared Facilities. Developer shall establish a property managers association ("Association") to maintain all Common Areas or Shared Facilities shown on the Development Plan for the Property. All Common Areas and Shared Facilities shall be identified in a Covenants, Conditions and Restrictions ("CCRs") document and the CCRs shall remain in existence as long as the Property is developed with a PSD overlay.

5. Transfer of Development Rights. To allow the proposed development on the Property to comply with the provisions of the Code as allowed and contemplated by the Code's Planned Shared Development provisions and state law, the City hereby recognizes and approves a transfer of Development Attributes among the Parcels to support the development as proposed. Such transfers shall be limited by the maximum or minimum allocations of Development Attributes to each Parcel and to the Property, as more fully set forth in this Agreement. Such transfers shall be deemed to be made in compliance with the terms of this Agreement.

5.1 Development Rights. The Development Plan approved in the Zoning Case establishes the development standards and the land use budget for the Property, and the Development Area Budget attached hereto as **Exhibit C** sets forth the development standards applicable under the PSD for the Property.

5.2 Dividing and Combining a Parcel(s) of the Property. Concurrent with the recordation of a land division or final plat approved by the City, the Development Area Budget of any newly created parcels shall be similarly divided pursuant to the procedures specified in Sections 4.2.1 and 4.2.2. Notwithstanding the preceding sentence, or anything else in this Agreement, Developer and City acknowledge that the Development Plan and Development Area Budget approved as part of Zoning Case 7-ZN-2016#2 specifies the allocation of Development attributes for Parcels as legally described on **Exhibits "B-1" "B-2" "B-3" and B-4** and the public hearing requirements for this allocation have been made in connection with the Zoning Case. Upon any further division of the Parcels into separate legal parcels, this allocation shall be memorialized through a "Development Attributes Allocation Form," in a form attached as **Exhibit "D"**, for each Parcel that specifies the applicable development rights attributable to each Parcel. Developer shall submit the Development Attributes Allocation Form to the City for the City's expeditious recordation in the Maricopa County Records' Office. No development applications, building permits, or other City approvals for any Parcel will be approved until the applicable Development Attributes Allocation Form is recorded as provided in this subsection.

All other instances of the severance of development rights or the transfer of development rights shall be memorialized as follows:

5.2.1 Reallocations to Child and Parent Parcels Not Requiring a Public Hearing.

All property Owners, all lienholders, and all interested persons holding an interest in real property for any parcel of the Property to be divided into Child Parcels pursuant to section 4.2.1 or combined into a single Parent Parcel pursuant to section 4.2.2, shall sign a Development Attributes Allocation Form and submit it to the City for the City's expeditious recordation in the Maricopa County Recorders' Office. No development applications, building permits, or other city approvals for the divided or combined parcels of the Property will be approved until the applicable Development Attributes Allocation Form is recorded as provided in this subsection. If an error is made on any form, upon notice by an Owner or the City to the other, the City and such Owner shall cause a revised Development Attributes Allocation Form reflecting the correct allocated Development Attributes associated with each newly created parcel to be prepared by such Owner, provided to the City, and to be expeditiously recorded as set forth in this subsection.

5.2.2 Transfer of Development Rights Requiring Notice and a Public Hearing Pursuant to Section 9-462.04 of the Arizona Revised Statutes. All property Owners, all lienholders, and all interested persons holding an interest in real property for any portion of the Property subject to the creation of a new parcel not covered in sections 4.2.1 or 4.2.2, or, if reallocation is to be made between existing parcels, of the affected parcels, shall sign a Transfer of Development Rights form and a Severance of Development Rights form, both in a form satisfactory to the City Attorney and the Zoning Administrator and in accordance with Arizona Revised Statutes, and submit them to the City for the City's expeditious recordation in the Maricopa County Recorders' Office. No development applications, building permits, or other City approvals for the affected parcels of the Property will be approved until the applicable Transfer of Development Rights and Severance of Development Rights forms are recorded as provided in this subsection. If an error is made on the Transfer of Development Rights form or a Severance of Development Rights form, upon notice by an Owner or the City to the other, the City and such Owner shall cause a revised Transfer of Development Rights form or a Severance of Development Rights form reflecting the correct allocated Development Attributes associated with each parcel to be prepared by such Owner, provided to the City, and to be expeditiously recorded as set forth in this subsection.

6. **City Contact.** The City contact shall be the Zoning Administrator.

7. **Breach & Remedies.** Developer shall comply with, perform and do each performance and thing required of Developer under this Agreement. Developer's failure to do so shall be a breach by Developer of this Agreement if not cured within the notice and cure periods set forth in Section 8 below.

8. **Events of Default.** Developer and any successor owner (each, an "Owner") shall be in default (an "Event of Default") if such Owner, with respect to the Owner's parcel fails or

neglects timely and completely to do or perform or observe any material provision of this Agreement, the Regulatory Approvals, or the Development Area Budget, and such failure or neglect continues for a period of one hundred eighty (180) days after City has notified the defaulting Owner(s) in writing of such failure or neglect. If the defaulting Owner(s) begins to cure the default within this time period, the one hundred eighty (180) day period shall be extended an additional ninety (90) days upon request given by notice to City prior to the end of the one hundred eighty (180) day period.

9. City's Remedies. Upon the occurrence of any material Event of Default or at any time thereafter while such Event of Default remains uncured, City may, at its option and from time to time, exercise any, all, or any combination of the following cumulative remedies in any order and repetitively at City's option with respect to any and all defaulting Owner(s):

9.1 Until the Event of Default is cured, issue a stop work order and/or refuse to issue any permits or process development applications for the Property or, in the event the Property is divided into separate parcels, issue a stop work order and/or refuse to issue any permits or process any development applications for any parcel that is subject of the Event of Default.

9.2 Abate at applicable Owner's expense any violation of this Agreement.

9.3 Be excused without any liability to the applicable Owners therefor from further performance of any or all of City's obligations under this Agreement.

9.4 Insist upon each applicable Owner's full and faithful performance under this Agreement during the entire remaining term of this Agreement.

9.5 Assert, exercise or otherwise pursue at each applicable Owner's expense any and other rights or remedies, legal or equitable, to which City may be entitled.

9.6 Notwithstanding the foregoing, an applicable Owner shall not be liable for special, consequential, punitive or other exemplary or multiple damages.

10. City Default and Developer's Remedies. Upon any material breach of this Agreement by City not cured within one hundred twenty (120) days after notice from an Owner, such Owner may pursue any and all remedies, legal, equitable or otherwise, to which such Owner may be entitled. Notwithstanding the preceding sentence or anything else in this Agreement and as a condition of City's willingness to enter into this Agreement, the following limits shall apply to this Agreement:

10.1 City shall not be liable for special, consequential, punitive or other exemplary or multiple damages.

10.2 Developer hereby unconditionally and irrevocably waives on behalf of itself and all persons claiming through Developer or through this Agreement or under or related to this Agreement any remedies inconsistent with these limitations.

10.3 All limitations on Developer's remedies shall also apply to all remedies against City's officers, employees and other agents and representatives and any other person for whom City may in any event be liable for any reason.

10.4 All limitations on Developer's remedies shall apply to Developer and to any person otherwise asserting against City, any claim whatsoever related to this Agreement.

11. Non-waiver and City Contract Administrator Authority. No failure by City or Developer to demand any performance required of the other under this Agreement, and no acceptance by City or Developer of any imperfect or partial performance under this Agreement, shall excuse such performance, or waive or impair in any way the other's ability to insist, prospectively and retroactively upon full compliance with this Agreement. Only the City's Zoning Administrator or designee shall be authorized to administer this Agreement for City or speak for City regarding this Agreement. Further, nothing in this Agreement or any ordinance with respect to it or the zoning associated with the Project shall be deemed to reduce or eliminate the Zoning Administrator's authority provided under A.R.S. Section 9-462.04A4, which authority may be exercised in the ordinary course.

12. Compliance with Law. Developer shall comply with all federal, state, county and local laws, ordinances, regulations or other rules or policies that affect the Property as are now in effect or as may hereafter be adopted or amended.

13. Assignability. This Agreement may be assigned or transferred by the Developer (or any of the entities that comprise "Developer" with respect to such entity's interest herein), in whole or in part, by written instrument, to any subsequent owner of all or any portion of the Property. Notice of any transfer or assignment in accordance with this paragraph shall be provided by Developer or the transferor entity (or its successor or assign) to the City. No lender or mortgagee shall have any obligation or liability under this Agreement unless such lender or mortgagee acquires title to a portion of the Property, in which event, such lender or mortgagee shall have liability only for the failure of such lender or mortgagee to comply with any obligation under this Agreement with respect to the portion of the Property owned by such lender or mortgagee during the period of such lender's or mortgagee's ownership of such portion of the Property, and the liability of such lender or mortgagee shall be limited to its interest in the Property.

14. Unified Project Intent. City is entitled to hold the Developer (or its successors and assigns, if applicable) responsible for all performances under this Agreement. City and Developer expressly do not intend that Developer's rights under this Agreement be divisible, except as already described in this Agreement, for any reason into multiple contracts, agreements

or other arrangements between City and numerous owners of the Property. City and Developer intend that City only be obligated to deal with one designated representative of all of the entities standing in the position of Developer (the "Developer's Designated Representative") from time to time and not be burdened with any management, maintenance or other responsibilities related to development or occupation of the Property by multiple entities, such as resolving or being hindered by disagreements between entities regarding Developer's performance of its duties under this Agreement, and that City not be burdened by usage, financial or other issues among various persons using the Property pursuant to this Agreement. All of those duties are to be performed by Developer (or its successors or assigns, if applicable), which is responsible to see that all persons developing or using the Property, including without limitation any owners' associations and their members, resolve among themselves their respective responsibilities for all performances under this Agreement, none of which limits or otherwise affects City's rights under this Agreement. Developer may change the Developer's Designated Representative from time to time by written notice to City. Developer hereby designates Gerald C. Ayoub as manager of Five Star Land Owner, LLC, a Delaware limited liability company as the Developer's Designated Representative under this Agreement, until further written notice from Developer is given to City.

15. Miscellaneous. The following additional provisions apply to this Agreement:

15.1 Amendments. This Agreement may not be amended except by a formal writing executed by all the parties.

15.2 Severability. If any term, condition, covenant, stipulation, agreement or provision in this Agreement is held to be invalid or unenforceable for any reason, the invalidity of any such term, condition, covenant, stipulation, agreement or provision shall in no way affect any other term, condition, covenant, stipulation, agreement or provision of this Agreement.

15.3 Conflicts of interest. No member, official or employee of City shall have any direct or indirect interest in this Agreement, nor participate in any decision relating to the Agreement, which is prohibited by law. This Agreement is subject to the cancellation provisions of A.R.S. Section 38-511.

15.4 No Partnership. This Agreement and the transactions and performances contemplated hereby shall not create any sort of partnership, joint venture or similar relationship between the parties.

15.5 Non-liability of City Officials and Employees. No member, official, representative or employee of City shall be personally liable to any party, or to any successor in interest to any party, in the event of any default or breach by City or for any amount that may become due to any party or successor, or with respect to any obligation of City related to this Agreement.

15.6 Notices. Notices hereunder shall be given in writing delivered to the other party or mailed by registered or certified mail, return receipt requested, postage prepaid, or by FedEx or other reliable overnight courier service that confirms delivery, addressed to:

If to City:	City of Scottsdale 7447 E. Indian School Rd., Suite 105 Scottsdale, AZ 85251
Copy to:	City Attorney City of Scottsdale 3939 Drinkwater Blvd. Scottsdale, AZ 85251
If to Developer, Owners,	Gerald C. Ayoub As Manager, Five Star Land Owner, LLC c/o Five Star Development 6720 N. Scottsdale Road, Suite 130 Scottsdale, AZ 85253
Copies to:	Jason Morris Withey Morris, PLC, attorneys at law 2525 E Arizona Biltmore Circle #A-212 Phoenix, AZ 85016

By notice from time to time in accordance herewith, any party may designate any other street address or addresses as its address or addresses for receiving notice hereunder. Service of any notice by mail in accordance with the foregoing shall be deemed to be complete three (3) days (excluding Saturday, Sunday and legal holidays) after the notice is deposited in the United States mail. Service of any notice by overnight courier in accordance with the foregoing shall be deemed to be complete upon receipt or refusal to receive.

15.7 Integration. This Agreement constitutes the entire agreement between the parties with respect to the subject matter hereof.

15.8 Construction. Whenever the context of this Agreement requires, the singular shall include the plural, and the masculine shall include the feminine. This Agreement was negotiated on the basis that it shall be construed according to its plain meaning and neither for nor against any party, regardless of their respective roles in preparing this Agreement. The terms of this Agreement were established in light of the plain meaning of this Agreement and this Agreement shall therefore be interpreted according to its plain meaning and without regard to rules of interpretation, if any, that might otherwise favor Developer or City.

15.9 Paragraph Headings. The paragraph headings contained herein are for convenience in reference and not intended to define or limit the scope of any provision of this Agreement.

15.10 No Third-Party Beneficiaries. The City, an Owner of any portion of the Property, the Developer, lenders holding liens or mortgages against a portion of the Property, and their successors and assigns are the sole beneficiaries of this Agreement. No other person or entity shall be a third-party beneficiary to this Agreement or shall have any right or cause of action hereunder. City shall have no liability to third parties who are not beneficiaries of this Agreement for any approval of plans, Developer's construction of improvements, Developer's negligence, Developer's failure to comply with the provisions of this Agreement, or otherwise as a result of the existence of this Agreement.

15.11 Exhibits. All exhibits attached hereto as specified herein are hereby incorporated into and made an integral part of this Agreement for all purposes.

15.12 Attorneys' Fees. If legal action is brought by any party because of a breach of this Agreement or to enforce a provision of this Agreement, the prevailing party is entitled to reasonable attorney fees and costs as determined by the court or other decision maker.

15.13 Choice of Law. This Agreement shall be governed by the internal laws of the State of Arizona without regard to choice of law rules.

15.14 Authority. Each Party to this Agreement represents to the other that it has full power and authority to enter into this Agreement, and that all necessary actions have been taken to give full force and effect to this Agreement.

15.15 Venue & Jurisdiction. Legal actions regarding this Agreement shall be instituted in the Superior Court of the County of Maricopa, State of Arizona, or in the Federal District Court in the District of Arizona sitting in Maricopa County. City and Developer agree to the exclusive jurisdiction of such courts. Claims by Developer shall comply with time periods and other requirements of City's claims procedures from time to time.

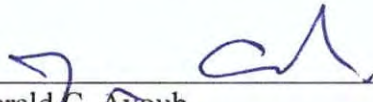
15.16 Counterparts. This Agreement may be executed in two (2) or more counterparts, each of which shall be deemed an original and all of which together shall be deemed to be one and the same instrument.

EXECUTED this ____ day of _____, 20____.

[Signature pages follow]

DEVELOPER:

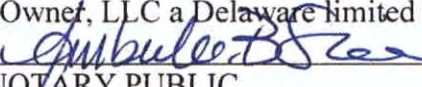
FIVE STAR LAND OWNER, LLC, a Delaware limited liability company

By: 
Gerald C. Ayoub
Its: Manager

STATE OF ARIZONA '

County of Maricopa '

This instrument was acknowledged before me on the 4th day of November 20 20, by Gerald C. Ayoub, Manager of Five Star Land Owner, LLC a Delaware limited liability company.


NOTARY PUBLIC

My Commission Expires: 05/28/2021



CITY OF SCOTTSDALE,
an Arizona municipal corporation

ATTEST:

Carolyn Jagger, City Clerk

By: _____
W. J. "Jim" Lane, Mayor

APPROVED AS TO FORM:
CITY ATTORNEY'S OFFICE

Sherry R. Scott, City Attorney
By: Margaret Wilson, Senior Assistant City Attorney

STATE OF ARIZONA)
) ss.
County of Maricopa)

The foregoing instrument was acknowledged before me this _____ day of _____,
20____, by W. J. "Jim" Lane, Mayor of the City of Scottsdale, an Arizona municipal
corporation.

Notary Public

My Commission Expires:



ONE COMPANY.
INFINITE SOLUTIONS.

EXHIBIT "A"
LEGAL DESCRIPTION
PALMERAIE
EXISTING PARCEL BOUNDARY

BEING A PORTION OF THE PROPERTY DESCRIBED AS PARCEL NO. 1 DOCUMENT NO. 2007-0600773, RECORDS OF MARICOPA COUNTY, ARIZONA, AND BEING PART OF THE EAST HALF OF THE NORTHEAST QUARTER OF THE NORTHEAST QUARTER OF SECTION 10, TOWNSHIP 2 NORTH, RANGE 4 EAST OF THE GILA AND SALT RIVER MERIDIAN, MARICOPA COUNTY, ARIZONA, MORE PARTICULARLY DESCRIBED AS FOLLOWS:

COMMENCING AT THE MARICOPA COUNTY ENGINEERING DEPARTMENT BRASS CAP IN HAND HOLE MARKING THE NORTHEAST CORNER OF SAID SECTION 10, FROM WHICH THE TOWN OF PARADISE VALLEY BRASS CAP FLUSH MARKING THE NORTH QUARTER CORNER OF SAID SECTION 10 BEARS S88°25'57"W, A DISTANCE OF 2,648.63 FEET;

THENCE, S88°25'57"W, ALONG THE NORTH LINE OF THE NORTHEAST QUARTER OF SAID SECTION 10, A DISTANCE OF 662.16 FEET TO THE NORTHWEST CORNER OF THE EAST HALF OF THE EAST HALF OF THE NORTHEAST QUARTER OF SAID SECTION 10:

THENCE, S00°16'37"E, ALONG THE WEST LINE OF THE EAST HALF OF THE EAST HALF OF THE NORTHEAST QUARTER OF SAID SECTION 10, A DISTANCE OF 55.01 FEET TO A POINT ON A LINE WHICH IS PARALLEL WITH AND 55.00 FEET SOUTHERLY, AS MEASURED AT RIGHT ANGLES, FROM THE NORTH LINE OF THE NORTHEAST QUARTER OF SAID SECTION 10, SAID POINT BEING THE TRUE **POINT OF BEGINNING**;

THENCE, N88°25'57"E, ALONG SAID PARALLEL LINE, A DISTANCE OF 566.75 FEET TO THE BEGINNING OF A TANGENT CURVE OF 30.00 FOOT RADIUS, CONCAVE SOUTHWESTERLY;

THENCE, SOUTHEASTERLY, ALONG SAID CURVE, THROUGH A CENTRAL ANGLE OF 91°05'48", A DISTANCE OF 47.70 FEET TO A POINT ON A LINE WHICH IS PARALLEL WITH AND 65.00 FEET WESTERLY, AS MEASURED AT RIGHT ANGLES, FROM THE EAST LINE OF THE NORTHEAST QUARTER OF SAID SECTION 10;

THENCE, S00°28'15"E, ALONG SAID PARALLEL LINE, A DISTANCE OF 1,234.57 FEET TO A POINT ON THE SOUTHLINE OF THE EAST HALF OF THE NORTHEAST QUARTER OF THE NORTHEAST QUARTER OF SAID SECTION 10;

THENCE, S88°31'30"W, ALONG SAID SOUTH LINE, A DISTANCE OF 601.59 FEET TO THE SOUTHWEST CORNER OF THE EAST HALF OF THE NORTHEAST QUARTER OF THE NORTHEAST QUARTER OF SAID SECTION 10;



ONE COMPANY.
INFINITE SOLUTIONS.

THENCE, N00°16'37"W ALONG THE WEST LINE OF THE EAST HALF OF THE NORTHEAST QUARTER OF THE NORTHEAST QUARTER OF SAID SECTION 10, A DISTANCE OF 1,264.27 FEET TO THE **POINT OF BEGINNING**.

THE ABOVE DESCRIBED PARCEL CONTAINS A COMPUTED AREA OF 757,787 SQUARE FEET OR 17.396 ACRES, MORE OR LESS AND IS SUBJECT TO ANY EASEMENTS, RESTRICTIONS, OR RIGHTS OF WAY OF RECORD OR OTHERWISE.

THE DESCRIPTION SHOWN HEREON IS NOT TO BE USED TO VIOLATE ANY SUBDIVISION REGULATIONS OF THE STATE, COUNTY AND/OR MUNICIPALITY OR ANY OTHER LAND DIVISION RESTRICTIONS.

PREPARED BY:
ATWELL, LLC
4700 E. SOUTHERN AVENUE
MESA, ARIZONA 85206
PROJECT NO. 20000449
AUGUST 14TH, 2020



A handwritten signature in black ink, appearing to read "J. G. Spring", written over the bottom right portion of the professional seal.

Exhibit A
Contract 2020-182-COS



ONE COMPANY.
INFINITE SOLUTIONS.

EXHIBIT "B-1"
LEGAL DESCRIPTION
PALMERAIE "PHASE 1"
PARCEL BOUNDARY

LOCATED WITHIN A PORTION OF THE NORTHEAST QUARTER OF SECTION 10, TOWNSHIP 2 NORTH, RANGE 4 EAST, OF THE GILA AND SALT RIVER BASE AND MERIDIAN, MARICOPA COUNTY, ARIZONA.

MORE PARTICULARLY DESCRIBED AS FOLLOWS:

COMMENCING AT A FOUND BRASS CAP IN HANDHOLE STAMPED MARICOPA COUNTY ACCEPTED AS THE NORTHEAST CORNER OF SECTION 10, TOWNSHIP 2 NORTH, RANGE 4 EAST, FROM WHICH A FOUND BRASS CAP FLUSH STAMPED TOWN OF PARADISE VALLEY ACCEPTED AS THE NORTH QUARTER CORNER OF SECTION 10, TOWNSHIP 2 NORTH, RANGE 4 EAST, THEREOF BEARS S88°25'57"W A DISTANCE OF 2648.61 FEET;

THENCE, ALONG THE NORTH LINE OF SAID SECTION 10, S88°25'57"W A DISTANCE OF 232.73 FEET;

THENCE, LEAVING THE NORTH LINE OF SAID SECTION 10, S00°00'00"E A DISTANCE OF 542.47 FEET TO THE **POINT OF BEGINNING**;

THENCE, N90°00'00"E A DISTANCE OF 162.15 FEET;

THENCE, S00°28'15"E A DISTANCE OF 773.34 FEET;

THENCE, S88°31'29"W A DISTANCE OF 591.56 FEET TO A POINT BEING THE COMMON DIVISION LINE BETWEEN THE CITY OF SCOTTSDALE AND THE TOWN OF PARADISE VALLEY;

THENCE, CONTINUING ALONG SAID COMMON LINE, N00°16'37"W A DISTANCE OF 632.09 FEET;

THENCE, LEAVING SAID COMMON LINE, N90°00'00"E A DISTANCE OF 425.92 FEET;

THENCE, N00°00'00"E A DISTANCE OF 156.46 FEET ALSO BEING THE **POINT OF BEGINNING**.



Exhibit "B-1"
Contract No. 2020-182-COS
(Resolution No. 11964)

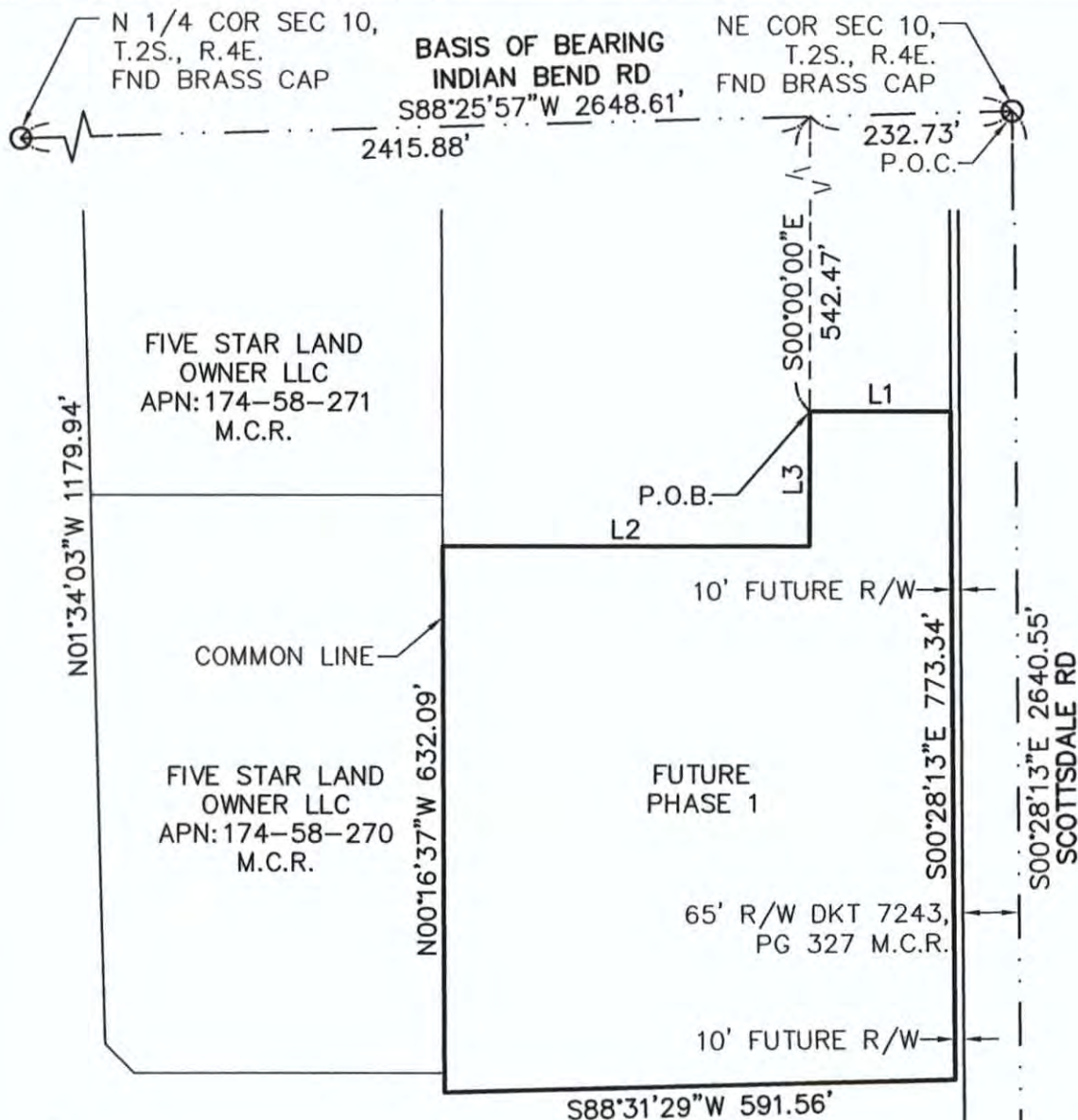


ONE COMPANY.
INFINITE SOLUTIONS.

THE ABOVE DESCRIBED PARCEL CONTAINS A COMPUTED AREA OF 394,162 SQUARE FEET OR 9.049 ACRES, MORE OR LESS AND IS SUBJECT TO ANY EASEMENTS, RESTRICTIONS, OR RIGHTS OF WAY OF RECORD OR OTHERWISE.

THE DESCRIPTION SHOWN HEREON IS NOT TO BE USED TO VIOLATE ANY SUBDIVISION REGULATIONS OF THE STATE, COUNTY AND/OR MUNICIPALITY OR ANY OTHER LAND DIVISION RESTRICTIONS.

PREPARED BY:
ATWELL, LLC
4700 E. SOUTHERN AVENUE
MESA, ARIZONA 85206
PROJECT NO. 20000449
OCTOBER 30TH, 2020



LINE TABLE		
LINE #	DIRECTION	LENGTH
L1	N90°00'00"E	162.15'
L2	N90°00'00"E	425.92'
L3	N00°00'00"E	156.46'



Scale: 1"=200'

SHEET 3 OF 3



JOB NO. 20000449 DATE:10-30-2020

EXHIBIT "B-1"
FUTURE PALMERAIE - PHASE 1
CITY OF SCOTTSDALE, ARIZONA



ONE COMPANY.
INFINITE SOLUTIONS.

EXHIBIT "B-2"
LEGAL DESCRIPTION
PALMERIAE "PHASE 2"
PARCEL BOUNDARY

LOCATED WITHIN A PORTION OF THE NORTHEAST QUARTER OF SECTION 10, TOWNSHIP 2 NORTH, RANGE 4 EAST, OF THE GILA AND SALT RIVER BASE AND MERIDIAN, MARICOPA COUNTY, ARIZONA.

MORE PARTICULARLY DESCRIBED AS FOLLOWS:

COMMENCING AT A FOUND BRASS CAP IN HANDHOLE STAMPED MARICOPA COUNTY ACCEPTED AS THE NORTHEAST CORNER OF SECTION 10, TOWNSHIP 2 NORTH, RANGE 4 EAST, FROM WHICH A FOUND BRASS CAP FLUSH STAMPED TOWN OF PARADISE VALLEY ACCEPTED AS THE NORTH QUARTER CORNER OF SECTION 10, TOWNSHIP 2 NORTH, RANGE 4 EAST, THEREOF BEARS S88°25'57"W A DISTANCE OF 2648.61 FEET;

THENCE, ALONG THE NORTH LINE OF SAID SECTION 10, S88°25'57"W A DISTANCE OF 232.73 FEET;

THENCE, LEAVING THE NORTH LINE OF SAID SECTION 10, S00°00'00"E A DISTANCE OF 391.76 FEET TO THE **POINT OF BEGINNING**;

THENCE, S00°00'00"E A DISTANCE OF 307.17 FEET;

THENCE, N90°00'00"W A DISTANCE OF 425.92 FEET TO A POINT BEING THE COMMON DIVISION LINE BETWEEN THE CITY OF SCOTTSDALE AND THE TOWN OF PARADISE VALLEY;

THENCE, CONTINUING ALONG SAID COMMON LINE, N00°16'37"W A DISTANCE OF 307.17 FEET;

THENCE, LEAVING SAID COMMON LINE, N90°00'00"E A DISTANCE OF 427.40 FEET ALSO BEING THE **POINT OF BEGINNING**.



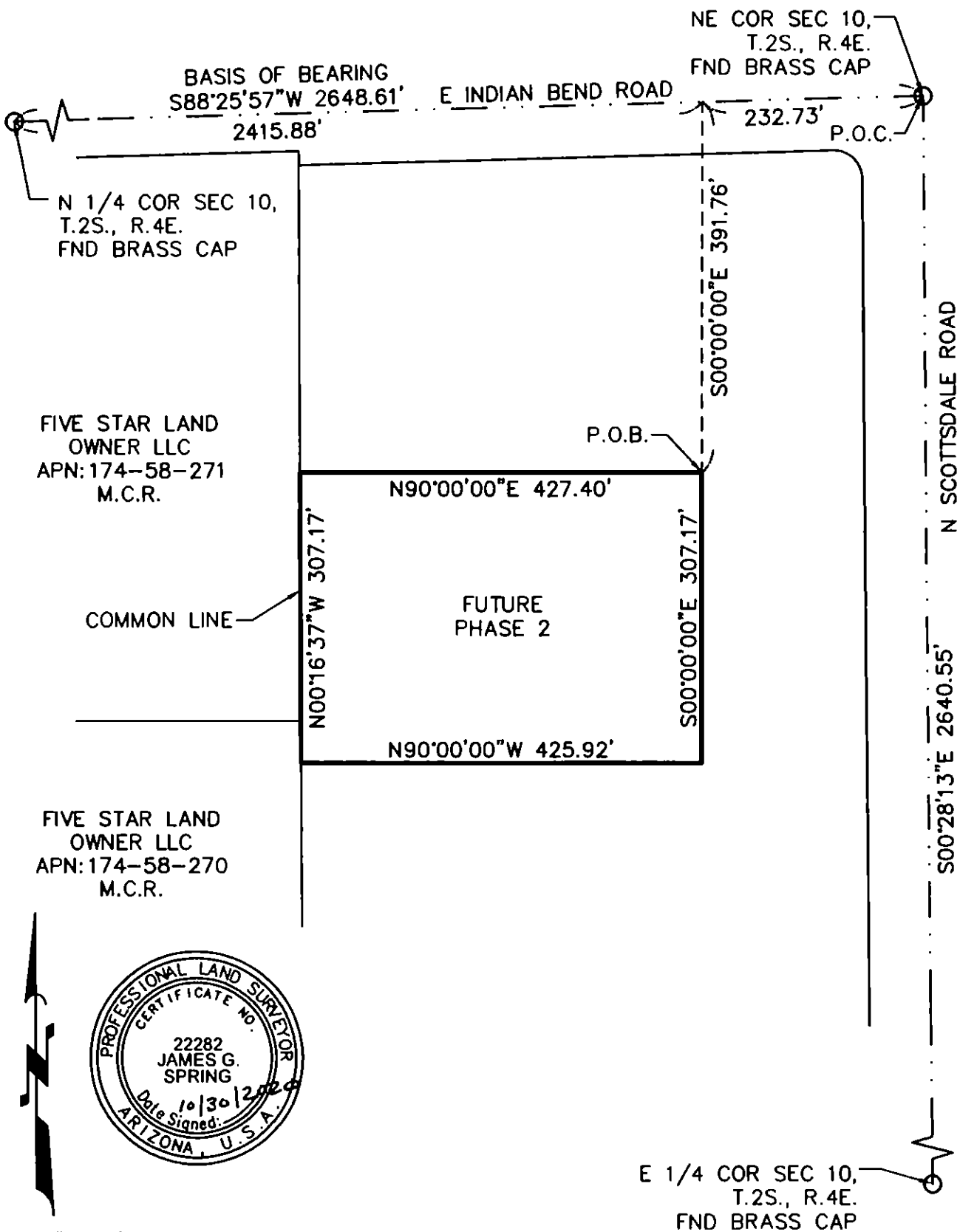
ONE COMPANY.
INFINITE SOLUTIONS.

THE ABOVE DESCRIBED PARCEL CONTAINS A COMPUTED AREA OF 123,329 SQUARE FEET OR 2.831 ACRES, MORE OR LESS AND IS SUBJECT TO ANY EASEMENTS, RESTRICTIONS, OR RIGHTS OF WAY OF RECORD OR OTHERWISE.

THE DESCRIPTION SHOWN HEREON IS NOT TO BE USED TO VIOLATE ANY SUBDIVISION REGULATIONS OF THE STATE, COUNTY AND/OR MUNICIPALITY OR ANY OTHER LAND DIVISION RESTRICTIONS.

PREPARED BY:
ATWELL, LLC
4700 E. SOUTHERN AVENUE
MESA, ARIZONA 85206
PROJECT NO. 20000449
JULY 30TH, 2020





Scale: 1"=150'

SHEET 3 OF 3



ATWELL

866.850.4200 www.atwell-group.com

4700 E. SOUTHERN AVENUE
MESA, AZ 85208
480.218.8831

JOB NO. 20000449 DATE: 07-30-2020

EXHIBIT "B-2"

FUTURE PALMERAIE - PHASE 2
CITY OF SCOTTSDALE, ARIZONA



ONE COMPANY.
INFINITE SOLUTIONS.

EXHIBIT "B-3"
LEGAL DESCRIPTION
PALMERAIE "PHASE 3"
PARCEL BOUNDARY

LOCATED WITHIN A PORTION OF THE NORTHEAST QUARTER OF SECTION 10, TOWNSHIP 2 NORTH, RANGE 4 EAST, OF THE GILA AND SALT RIVER BASE AND MERIDIAN, MARICOPA COUNTY, ARIZONA.

MORE PARTICULARLY DESCRIBED AS FOLLOWS:

COMMENCING AT A FOUND BRASS CAP IN HANDHOLE STAMPED MARICOPA COUNTY ACCEPTED AS THE NORTHEAST CORNER OF SECTION 10, TOWNSHIP 2 NORTH, RANGE 4 EAST, FROM WHICH A FOUND BRASS CAP FLUSH STAMPED TOWN OF PARADISE VALLEY ACCEPTED AS THE NORTH QUARTER CORNER OF SECTION 10, TOWNSHIP 2 NORTH, RANGE 4 EAST, THEREOF BEARS S88°25'57"W A DISTANCE OF 2648.61 FEET;

THENCE, ALONG THE NORTH LINE OF SAID SECTION 10, S88°25'57"W A DISTANCE OF 262.25 FEET;

THENCE, LEAVING THE NORTH LINE OF SAID SECTION 10, S00°00'00"E A DISTANCE OF 65.49 FEET TO THE **POINT OF BEGINNING**;

THENCE, N88°28'05"E A DISTANCE OF 176.61 FEET;

THENCE, S47°40'05"E A DISTANCE OF 15.21 FEET;

THENCE, S00°28'15"E A DISTANCE OF 470.67 FEET;

THENCE, N90°00'00"W A DISTANCE OF 162.15 FEET;

THENCE, N00°00'00"E A DISTANCE OF 150.71 FEET;

THENCE, N90°00'00"W A DISTANCE OF 29.50 FEET;

THENCE, N00°00'00"E A DISTANCE OF 325.46 FEET TO THE **POINT OF BEGINNING**.



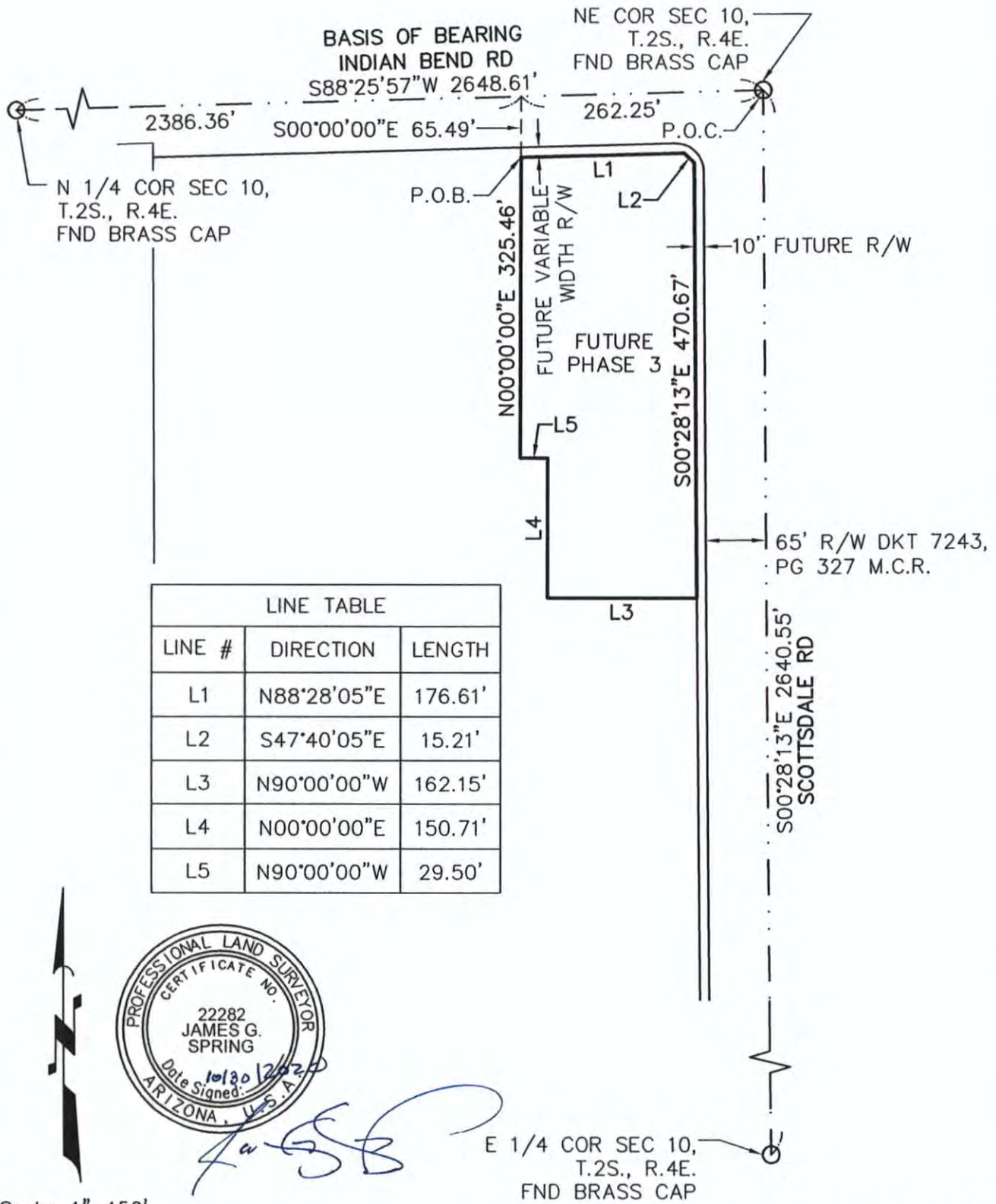
ONE COMPANY.
INFINITE SOLUTIONS.

THE ABOVE DESCRIBED PARCEL CONTAINS A COMPUTED AREA OF 86,294 SQUARE FEET OR 1.981 ACRES, MORE OR LESS AND IS SUBJECT TO ANY EASEMENTS, RESTRICTIONS, OR RIGHTS OF WAY OF RECORD OR OTHERWISE.

THE DESCRIPTION SHOWN HEREON IS NOT TO BE USED TO VIOLATE ANY SUBDIVISION REGULATIONS OF THE STATE, COUNTY AND/OR MUNICIPALITY OR ANY OTHER LAND DIVISION RESTRICTIONS.

PREPARED BY:
ATWELL, LLC
4700 E. SOUTHERN AVENUE
MESA, ARIZONA 85206
PROJECT NO. 20000449
OCTOBER 30TH, 2020





SHEET 3 OF 3



JOB NO. 20000449 DATE: 10-30-2020
EXHIBIT "B-3"
FUTURE PALMERAIE - PHASE 3
CITY OF SCOTTSDALE, ARIZONA



ONE COMPANY.
INFINITE SOLUTIONS.

EXHIBIT "B-4"
LEGAL DESCRIPTION
PALMERAIE "PHASE 4"
PARCEL BOUNDARY

LOCATED WITHIN A PORTION OF THE NORTHEAST QUARTER OF SECTION 10, TOWNSHIP 2 NORTH, RANGE 4 EAST, OF THE GILA AND SALT RIVER BASE AND MERIDIAN, MARICOPA COUNTY, ARIZONA.

MORE PARTICULARLY DESCRIBED AS FOLLOWS:

COMMENCING AT A FOUND BRASS CAP IN HANDHOLE STAMPED MARICOPA COUNTY ACCEPTED AS THE NORTHEAST CORNER OF SECTION 10, TOWNSHIP 2 NORTH, RANGE 4 EAST, FROM WHICH A FOUND BRASS CAP FLUSH STAMPED TOWN OF PARADISE VALLEY ACCEPTED AS THE NORTH QUARTER CORNER OF SECTION 10, TOWNSHIP 2 NORTH, RANGE 4 EAST, THEREOF BEARS S88°25'57"W A DISTANCE OF 2648.61 FEET;

THENCE, ALONG THE NORTH LINE OF SAID SECTION 10, S88°25'57"W A DISTANCE OF 579.67 FEET;

THENCE, LEAVING THE NORTH LINE OF SAID SECTION 10, S00°00'00"E A DISTANCE OF 75.76 FEET TO THE **POINT OF BEGINNING**;

THENCE, N84°46'34"E A DISTANCE OF 162.41 FEET;

THENCE, N88°28'05"E A DISTANCE OF 155.63 FEET;

THENCE, S0°00'00"E A DISTANCE OF 325.46 FEET;

THENCE, N90°00'00"W A DISTANCE OF 397.90 FEET TO A POINT BEING THE COMMON DIVISION LINE BETWEEN THE CITY OF SCOTTSDALE AND THE TOWN OF PARADISE VALLEY;

THENCE, CONTINUING ALONG SAID COMMON LINE, N00°16'37"W A DISTANCE OF 253.09 FEET;

THENCE, LEAVING SAID COMMON LINE, N88°54'41"E A DISTANCE OF 27.28 FEET;

THENCE, N45°52'35"E A DISTANCE OF 75.99 FEET ALSO BEING THE **POINT OF BEGINNING**.



ONE COMPANY.
INFINITE SOLUTIONS.

THE ABOVE DESCRIBED PARCEL CONTAINS A COMPUTED AREA OF 123,111 SQUARE FEET OR 3.033 ACRES, MORE OR LESS AND IS SUBJECT TO ANY EASEMENTS, RESTRICTIONS, OR RIGHTS OF WAY OF RECORD OR OTHERWISE.

THE DESCRIPTION SHOWN HEREON IS NOT TO BE USED TO VIOLATE ANY SUBDIVISION REGULATIONS OF THE STATE, COUNTY AND/OR MUNICIPALITY OR ANY OTHER LAND DIVISION RESTRICTIONS.

PREPARED BY:
ATWELL, LLC
4700 E. SOUTHERN AVENUE
MESA, ARIZONA 85206
PROJECT NO. 20000449
AUGUST 3RD, 2020



A handwritten signature in blue ink, appearing to be "JGS", written over the bottom portion of the professional seal.

EXHIBIT "C"

DEVELOPMENT AREA BUDGET

LOT	FRONTAGE OPEN SPACE	OPEN SPACE OUTSIDE FRONTAGE	COMMERCIAL FLOOR AREA	HOTEL KEYS	RESIDENTIAL UNITS
Lot 1 ("Phase I")	45,797 SF	128,080 SF	119,278 SF	0	0
Lot 2	29,560 SF	43,024 SF	81,322 SF	0	41
Lot 3	26,378 SF	9,130 SF	61,317 SF	150	0
Totals Provided	101,735 SF	180,234 SF	261,917 SF	150	41
Min/Max Required for Full Property	56,036 SF min.	172,984 SF min.	440,000 max.	150 max.	141 max.

EXHIBIT "D"
DEVELOPMENT ATTRIBUTES ALLOCATION FORM

WHEN RECORDED RETURN TO:

CITY OF SCOTTSDALE
ONE STOP SHOP RECORDS
7447 East Indian School Road, Suite 100
Scottsdale, AZ 85251

C.O.S. Contract No. 2020-182-COS
(Palmeraie)
(Resolution No. 11964)

COVER SHEET

DEVELOPMENT ATTRIBUTES ALLOCATION STATUS FORM

LOT	FRONTAGE OPEN SPACE	FRONTAGE OPEN SPACE UPDATED	OPEN SPACE OUTSIDE FRONTAGE	OPEN SPACE OUTSIDE FRONTAGE UPDATED	COMMERCIAL FLOOR AREA	COMMERCIAL FLOOR AREA UPDATED	HOTEL KEYS	HOTEL KEYS UPDATED	RESIDENTIAL UNITS	RESIDENTIAL UNITS UPDATED
Lot 1 ("Phase I")	45,797 SF	XXXX	128,080 SF	XXXX	119,278 SF	XXXX	0	XXX	0	X
Lot 2	29,560 SF	XXXX	43,024 SF	XXXX	81,322 SF	XXXX	0	XXX	41	X
Lot 3	26,378 SF	XXXX	9,130 SF	XXXX	61,317 SF	XXXX	150	XXX	0	X
Totals Provided	101,735 SF	XXXX	180,234 SF	XXXX	261,917 SF	XXX,XXX	150	XXX	41	XXX
Min/Max Required for Full Property	56,036 SF min.		172,984 SF min.		440,000 max.		150 max.		141 max.	

DEVELOPMENT ATTRIBUTES ALLOCATION STATUS

CITY OF SCOTTSDALE
an Arizona municipal corporation

FIVE STAR LAND OWNER, LLC an
an Arizona limited liability company

By: _____
_____, Zoning Administrator

By: _____
_____ Gerald C. Ayoub

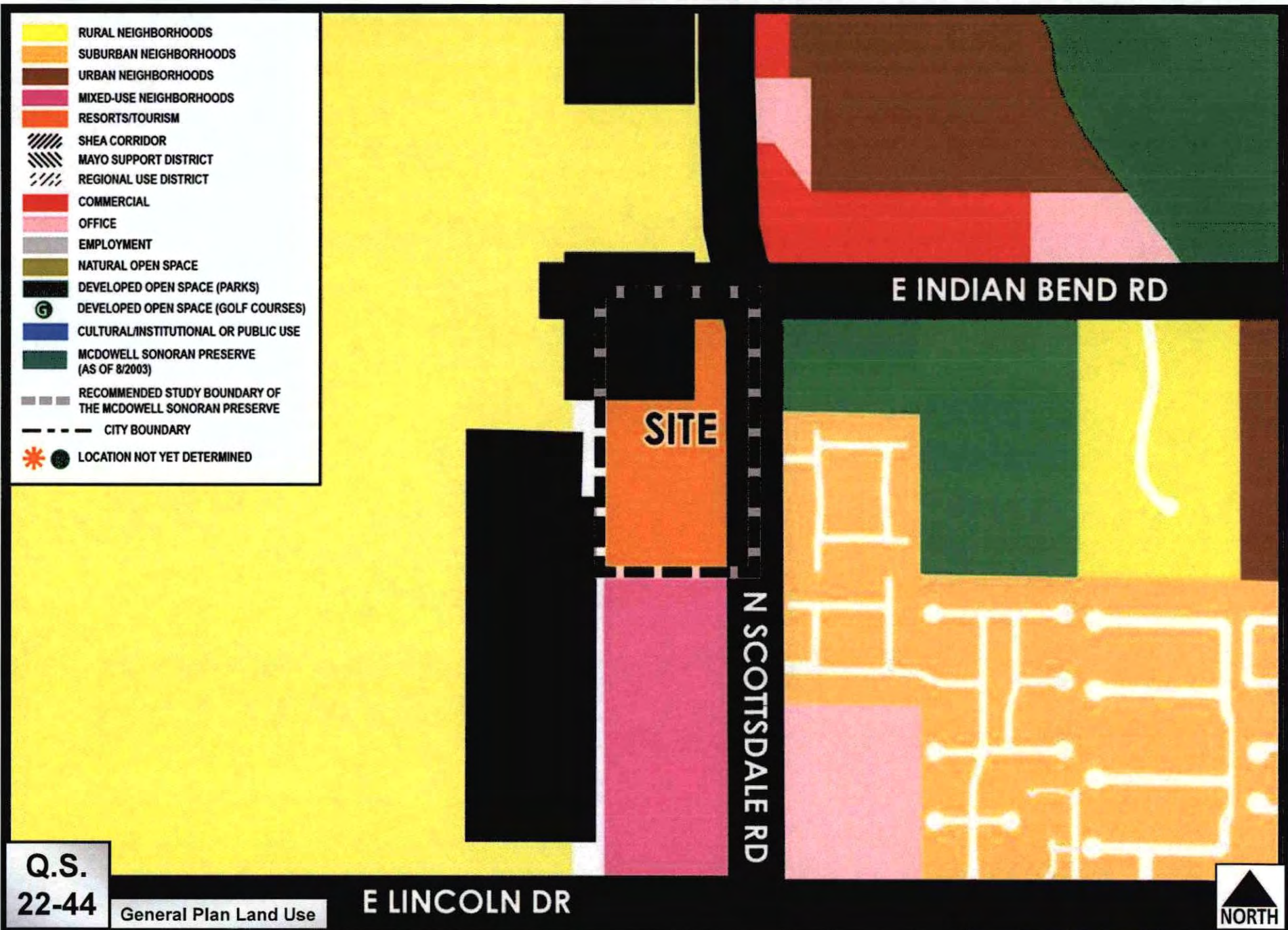
Additional Information for:

Palmeraie Phase II

Case: 7-ZN-2016#2

PLANNING/DEVELOPMENT

1. **DEVELOPMENT CONTINGENCIES** Each element of this zoning case—including density/intensity, lot/unit placement, access and other development contingencies—may be changed as more information becomes available to address public health, safety and welfare issues related to drainage, open space, infrastructure and other requirements.
2. **DEVELOPMENT REVIEW BOARD.** The City Council directs the Development Review Board's attention to:
 - a. wall design,
 - b. the type, height, design, and intensity of proposed lighting on the site, to ensure that it is compatible with the adjacent use,
 - c. improvement plans for common open space, common buildings and/or walls, and amenities such as ramadas, landscape buffers on public and/or private property (back-of-curb to right-of-way or access easement line included), and
 - d. signage.
3. **RESPONSIBILITY FOR CONSTRUCTION OF INFRASTRUCTURE.** The developer shall be responsible for all improvements associated with the development or phase of the development and/or required for access or service to the development or phase of the development. Improvements shall include, but not be limited to washes, storm drains, drainage structures, water systems, sanitary sewer systems, curbs and gutters, paving, sidewalks, streetlights, street signs, and landscaping. The granting of zoning/use permit does not and shall not commit the city to provide any of these improvements.
4. **EASEMENTS DEDICATED BY PLAT.** The property owner shall dedicate to the city on the final plat, all easements necessary to serve the site, in conformance with the Scottsdale Revised Code and the Design Standards and Policies Manual.
5. **EASEMENTS CONVEYED BY SEPARATE INSTRUMENT.** Prior to issuance of any building permit for the development project, each easement conveyed to the city separate from a final plat shall be conveyed by an instrument or map of dedication subject to city staff approval, and accompanied by a title policy in favor of the City, in conformance with the Design Standards and Policies Manual.
6. **LOTS CONVEYED BY DEED.** Prior to the issuance of any permit for the development project, any lot to be conveyed to the city as shown on the above reference site plan shall be conveyed by a general warranty deed and accompanied by a title policy in favor of the city, in conformance with the Design Standards and Policies Manual.
7. **FEES.** The construction of water and sewer facilities necessary to serve the site shall not be in-lieu of those fees that are applicable at the time building permits are granted. Fees shall include, but not be limited to the water development fee, water resources development fee, water recharge fee, sewer development fee or development tax, water replenishment district charge, pump tax, or any other water, sewer, or effluent fee.





PRC AMENDED DEVELOPMENT STANDARDS REQUIREMENTS ANALYSIS

Pursuant to Section 5.2608. of the Zoning Ordinance, in considering any application for amended development standards, the Development Plan shall meet following requirements and criteria:

Section 5.2608.D.

1. The following requirements are applicable to the amended development standards shown on the Development Plan:
 - a. Vertically integrated mixed-use development is required.
 - *The Development Plan incorporates vertically integrated mixed-use development within the building requesting additional bonus height, as well as other buildings on the site.*
 - b. Non-density based use distribution: five percent of the total gross floor area shall be non-density based uses located within the story at grade.
 - *Over 58% of the total floor area for the Phase II portion of the Development Plan is non-density based uses. A large portion of that total is located on the ground floor of each building to far exceed the minimum 5% requirement.*
 - c. Density based uses or guest unit distribution. Minimum: Twenty (20) percent of the total gross floor area shall be density based uses or guest units, or a combination of the two.
 - *Nearly 42% of the total floor area for the Phase II portion of the Development Plan is density based uses, far exceeding the minimum requirement.*
 - d. Open space.
 - i. Additional: Equal to or greater than 0.05 multiplied by the land area where the amended development standards are located on the Development Plan.
 - *The Phase II portion of the Development Plan is required a minimum of 63,161 square feet of open space (20% of net lot area). The additional 5% open space requirement brings the minimum open space requirement to 78,951 square feet. The Development Plan proposes a total of 99,883 square feet of open space (excluding courtyard open space).*
 - ii. Placement: The additional open space shall be placed in the same location as the amended development standards.
 - *The open space is located in the same location as the amended development standards.*
 - e. Building massing at the perimeter of the Development Plan.
 - i. Stepbacks adjacent to a residential district boundary.
 - (1) Portions of buildings that are adjacent to a residential district boundary shown on Table 4.100.A., or the residential portion of a Planned Community P-C, or any portion of a Planned Residential Development PRD with an underlying zoning district comparable to the residential districts shown on Table 4.100.A. Minimum: Building height of sixty (60) feet or less is as required in Section 5.2606.E. Building heights greater than sixty (60) feet, the minimum is as follows: 1:1 vertical rise to horizontal run, beginning at the point where the sixty (60) feet of building height can be located. See Example 5.2608.D.1.
 - *The Development Plan meets the requirements of this section. Refer to the stepback graphics provided in the Development Plan (Attachment #3).*

- ii. Stepbacks where not adjacent to a residential zoning boundary.
 - (1) Front yard. Minimum: Building height of sixty (60) feet or less is as required in Section 5.2606.F.1.a. Building heights greater than sixty (60) feet, the minimum is as follows: 1:1 vertical rise to horizontal run, beginning at the point where the sixty (60) feet of building height can be located. See Example 5.2608.D.2.
 - (2) Side and rear yards. Minimum: Building height of sixty (60) feet or less is as required in Section 5.2606.F.1.b. Building heights greater than sixty (60) feet, the minimum is as follows: 2:1 vertical rise to horizontal run, beginning at the point where the sixty (60) feet of building height can be located. See Example 5.2608.D.3.
 - *The Development Plan meets the requirements of this section. Refer to the stepback graphics provided in the Development Plan (Attachment #3).*
- iii. Building façade length. Maximum: Two hundred (200) feet without an offset or recess in the building wall plane.
- iv. Building façade offset or recess. Minimum: Twenty (20) feet in depth projecting away from the street for a minimum distance equivalent to twenty (20) percent of the building width, and angled between ninety (90) degrees and forty-five (45) degrees to the building wall plane.
 - *The buildings on the site feature variation in the wall planes at several intervals, including large setbacks of 20 feet or more on longer wall planes. The Development Plan meets the requirements of this section. Refer to the site plan and building elevations provided in the Development Plan (Attachment #3).*
- f. Parking.
 - i. Underground parking structures are required and shall be integrated into the building as determined by the Development Review Board.
 - ii. Above-ground parking structures may be provided and shall be fully concealed from the public view through integration of the parking structure into the building and the use of architecturally integrated materials as determined by the Development Review Board.
 - *Most of the parking is being provided in a multi-level underground parking structure. Portions of the Development Plan also feature above grade parking structures that have been architecturally integrated into the buildings on the site. Refer to the building elevations, perspectives and site sections provided in the Development Plan (Attachment #3).*
- 2. Scottsdale's Green Building Program. The development shall be in compliance with Scottsdale's Green Building Program requirements.
 - *The applicant states in the project narrative that all buildings of Phase II of the Development Plan will be compliant with the Scottsdale Green Building Program and has agreed to be stipulated to the requirements of the Program. The Scottsdale Green Building Program requires the integration of the International Green Construction Code (IgCC) to demonstrate compliance with the Program.*

EXECUTIVE SUMMARY

This report documents a traffic impact analysis performed for a mixed use development consisting of residential, commercial, hotel and office land uses. The proposed Palmeraie development is located on ± 17 acres on the southwest corner of Scottsdale Road and Indian Bend Road. The adjacent Ritz Carlton development within the City of Scottsdale limits is located on ± 105.9 acres north of Lincoln Drive, south of Indian Bend Road, east of Mockingbird Lane and west of Scottsdale Road. The adjacent Parcel E will contain land uses complimentary to Palmeraie and will be available for guests and residents within the Ritz Carlton development.

Palmeraie will be completed in two phases. After the completion of Phase 1, Palmeraie will provide approximately 120,015 square feet (sf) of retail space, 48,055 sf of food and beverage space and 97,300 sf of office space. After the completion of Phase 2, Palmeraie will provide a total of 162,396 sf of retail space, 67,355 sf of food and beverage space, 145,237 sf of office space, approximately 41 multi-family dwelling units and a 150-key hotel.

The site may be accessed directly from Indian Bend Road at a new roundabout providing full access and at a proposed right-in/right-out driveway on Scottsdale Road nearly midway between Indian Bend Road and 6750 North/Spectrum Drive. The site may also be accessed indirectly through Indian Bend Road via Ritz Carlton Boulevard and through Scottsdale Road via 6750 North/Spectrum Drive. The site was designed to provide cross access with the Ritz Carlton development allowing additional points of access to Lincoln Drive at Quail Run Road.

CivTech Inc. has been retained by Five Star Development to perform the traffic impact and mitigation analysis (TIMA) for the proposed development. Palmeraie was previously approved for a mixed use plan in 2016 including office, restaurant, condominiums, and mixed retail. This report represents the first submittal of the updated site plan proposed by the developer.

The following conclusions have been documented in this study:

GENERAL

- The proposed development, once fully constructed, is anticipated to generate 15,440 weekday daily trips, 936 trips during the AM peak hour, and 1,383 trips during the PM peak hour, and 1,802 trips during a Saturday mid-day peak hour.

EXISTING

- The results of the existing analyses indicate that all signalized intersections operate overall at LOS C or better, although most study intersections on Scottsdale Road have one or more movements that operate at LOS E or F during the AM, PM and/or Saturday peak hours.
 - The southbound left and westbound shared movements at the intersections of **Scottsdale Road and Joshua Tree Lane** and **Scottsdale Road and Tuckey Lane** experience elevated delays during the PM and Saturday peak hours. Elevated delay at stop controlled movements at intersections with major roadways is not uncommon.

- Discussions with residents indicate that gaps are created for cross traffic as some drivers allow turning movements to occur during congestion when the 6750 North/Spectrum Drive signal is red for Scottsdale Road traffic and northbound traffic backs up. Traffic signal timing adjustments required to facilitate additional vehicles using 6750 North/Spectrum Drive should create a longer interval for gaps, helping the residents on Joshua Tree Lane and Tuckey Lane ingress and egress their neighborhoods.
- CivTech recommends that the city post a sign indicating "DO NOT BLOCK INTERSECTION" and consider cross-hatch pavement markings.

OPENING YEAR 2023

- The results of the future analyses indicate that all signalized intersections are anticipated to operate overall at LOS D or better except the intersection of Scottsdale Road and Lincoln Drive. Some of the intersections on Scottsdale Road have one or more movement that operate with LOS E or F during the AM, PM or Saturday peak hours.
 - The southbound left and westbound shared movements at the intersections of **Scottsdale Road and Joshua Tree Lane** and **Scottsdale Road and Tuckey Lane** are anticipated to experience elevated delay during the 2023 opening year.
 - Discussions with residents indicates that gaps are created for cross traffic as some drivers allow turning movements to occur during congestion when the 6750 North/Spectrum Drive signal is red for Scottsdale Road traffic and northbound traffic backs up.
 - Traffic signal timing adjustments required to facilitate additional vehicles using 6750 North/Spectrum Drive should create a longer interval for gaps, helping the residents on Joshua Tree Lane and Tuckey Lane ingress and egress their neighborhoods.
 - CivTech recommends that the city post a sign indicating "DO NOT BLOCK INTERSECTION" and consider cross-hatching pavement markings.
 - The intersection of **Scottsdale Road and Indian Bend Road** is expected to operate at LOS C overall during the AM peak hour and operate at LOS D during the PM and Saturday peak hours. Some of the individual movements or approaches are anticipated to operate with poor levels of service, however, with signal timing adjustments, many of those delays are anticipated to be mitigated.
 - The intersection of **Scottsdale Road and 6750 North/Spectrum Drive** is expected to operate at LOS A overall during the AM peak hour, LOS B overall during the PM peak hour and LOS A overall during the Saturday peak hour. These levels of service were achieved with the additional of a second northbound left turn lane at this location. This turn lane is recommended to be constructed along with the Palmeraie

development to facilitate northbound left turn vehicles which could queue back into the through lane blocking traffic. The need for the additional northbound left turn lane can be monitored as building continues at Palmeraie to further evaluate traffic patterns as they develop.

- The intersection of **Scottsdale Road and Lincoln Drive** is expected to operate at LOS D overall during the AM peak hour, LOS E overall during the PM peak hour and LOS D overall during the Saturday peak hour. With signal timing adjustments, the overall intersection and some individual movements are expected to operate at LOS E during the peak hours. This is largely due to the relatively high eastbound left turn volumes. The intersection will benefit from adjustments to signal phase splits.
- The eastbound right turn movement at the intersection of **Scottsdale Road and Street B** is anticipated to operate at LOS E during the PM peak hour. The projected 95th percentile queue length discussed in a later section is 85 feet, which is less than the available on-site storage prior to an intersection. The characteristics of the driveway also allows a faster egress speed which may increase its efficiency and decrease delay.

QUEUE STORAGE

- The intersection of Scottsdale Road and Indian Bend Road currently provides a single left turn lane on the northbound approach. However, with the anticipated increase in traffic at this location, it is recommended that the area currently striped out on the northbound approach be re-striped to a second northbound left turn lane of the same length as the first, 235 feet.
- At the intersection of Scottsdale Road and 6750 North/Spectrum Drive, a single northbound left turn lane currently exists. It is recommended that by the full buildout condition of Palmeraie, dual northbound left turn lanes be constructed at this location. With dual turn lanes, both lanes could be 100 feet in length and provide sufficient storage for vehicles turning north to west. A total of 190 feet is required which exceeds the length provided by a single lane.
- The new southbound right turn lane on Scottsdale Road approaching Street B is recommended to be constructed with a minimum of 100 feet of queue storage.

SIGHT DISTANCE

- There are no existing obstructions to sight distance within the project intersections or along the included corners of the existing intersections. Adequate sight distance must be provided at the intersections to allow safe left and right turning movements from the development. Recommended distances for these movements can be found in the **Table 10**.

CITIZEN REVIEW & NEIGHBORHOOD INVOLVEMENT REPORT
Palmerale Phase 2
March 30, 2020

Overview

This Citizen Review Report is being performed in association with a request for a Zoning District Map Amendment to approve the proposed Development Plan and Planned Shared Development overlay of a property located at the southwest corner of Scottsdale Road and Indian Bend Road. The proposed project would respond to market conditions and could include retail, office, residential and/or hotel uses. This Citizen Review Report will be updated throughout the process.

The entire project team is sensitive to the importance of neighborhood involvement and creating a positive relationship with property owners, residents, business owners, homeowners associations, and other interested parties. Communication with these parties will be ongoing throughout the process. Work on compiling a list of impacted and interested stakeholders and neighborhood outreach began prior to the application filing and will also continue throughout the process. Communication with impacted and interested parties has taken place with verbal, written, electronic, and door-to-door contact.

Community Involvement

The outreach team has been communicating with neighboring property owners, HOA's, and community members by telephone, one-on-one meetings and door-to-door outreach since early January of 2019. Members of the outreach team have continued to be available to meet with any neighbors who wish to discuss the project. Additionally, they will be contactable via telephone and/or e-mail to answer any questions relating to the project.

Surrounding property owners, HOAs and other interested parties were noticed via first class mail regarding the project. The distribution of this notification met the City's requirements as specified in the Citizen Review Checklist. This notification contained information about the project, as well as contact information. This contact person will continue to provide, as needed, additional information and the opportunity to give feedback. The notification also contained information regarding a neighborhood Open House that was held on January 31, 2019 at the First Christian

ATTACHMENT #11

Church for those who wished to learn more about the project. The location and time were posted on the Early Notification Sign.

12 interested people attended the Open House. Most attendees were generally supportive of the project with questions arising about height, traffic, construction impacts, and effect on property values. These questions were all addressed at the Open House. On September 26, 2019 the Development team attended an informational meeting on the project held by the residents of Sands North in the Sands North Clubhouse. Approximately 20 residents attended and expressed support for the proposal. They were particularly pleased that access to the project would not impact their neighborhood access and that line of site views of the project from their neighborhood would not be impaired. The outreach team will continue to be available to respond to any neighbors who have questions or comments. To date, no additional concerns have been raised by neighbors.

A vital part of the outreach process is to allow people to express their concerns and understand issues and attempt to address them in a professional and timely matter. Again, the entire team realizes the importance of the neighborhood involvement process and is committed to communication and outreach for the project.

ATTACHMENTS:

Notification Letter
Notification List
Affidavit of Posting
Sign-in sheets
Comment Cards



January 18, 2019

Re: The Palmeraie Phase 2 - Southwest Corner of Scottsdale and Indian Bend Roads

Dear Property Owner or Interested Citizen:

Our office represents Five Star Development with regard to the roughly 20-acre site located at the southwest corner of Scottsdale Road and Indian Bend Road in Scottsdale, Assessor Parcel No. 174-56-001D and 002A, (the "Property") as shown on the attached aerial plan. You may recall receiving previous correspondence from our office or from the City of Scottsdale regarding the development of this site for an exciting, mixed-use project called the Palmeraie. The purpose of this letter is to provide an update on the project and invite you to an upcoming open house meeting.

In 2017, the City Council unanimously approved the Palmeraie's rezoning and Development Plan request. The developed was divided into phases, with the south 11-acres (Phase I) planned for a high-end, open air retail shopping center designed to work in conjunction with the adjacent Ritz Carlton project and associated developments. The north 9-acres (Phase II shown with dotted line on the attached plan), would respond to market conditions and could include additional retail, office, residential and/or boutique hotel use. Phase I is currently in the Development Review process and should begin construction this year. Our office recently filed the required preliminary application (Case No. 7-ZN-2016#2) for Phase II. The property is currently zoned Planned Regional Center (PRC) and has a General Plan designation of Resort / Tourism. The existing General Plan designation and Zoning designation will not be changed with this application.

If you are interested in learning more about the project and recent application, we have scheduled an open house as follows: Thursday, January 31, 2019 from 6:00-7:00pm, at the First Christian Church, 7405 E. McDonald Drive, Scottsdale. Feel free to stop by at any time between 6:00 and 7:00 pm. If this date and time are not convenient, we would be happy to speak with you individually. Please contact me at 602.230.0600 or George@WitheyMorris.com. You can also reach the City's Project Coordinator is Brad Carr at 480.312.7713 or BCarr@ScottsdaleAZ.gov. In the future, you should be receiving notification postcards from the City regarding the case and its schedule for public hearings. Information can also be found on the City's website at: <https://www.scottsdaleaz.gov/planning-development/projects-in-process>

Thank you for your courtesy and consideration.

Sincerely,
Withey Morris P.L.C.

By 
George Pasquel III

Enclosure: Aerial/site plan



7000 EAST LINCOLN RESORT COMM
PAR B RES ASSOC

8800 N GAINES CENTER DR STE 350
SCOTTSDALE, AZ 85258

AZADEH HAFEZ
9116 N FOOTHILLS MANOR DR
PARADISE VALLEY, AZ 85253

BEAMER RICHARD S/PATRICIA A
4821 LAKE WASHINGTON BLVD S
SEATTLE, WA 98118

BRIAN A WEINBERGER LIVING TRUST
7249 E JOSHUA TREE LN
SCOTTSDALE, AZ 85250

BRUNACINI JEANNETTE L TR
1261 BONA TERRA LOOP NW
ALBUQUERQUE, NM 87114

CALAMITO LUCETTE G
6829 N 72ND PL
SCOTTSDALE, AZ 85250

CLAYTON W COADY LIVING TRUST
6940 E INDIAN BEND RD
PARADISE VALLEY, AZ 85253

CUERNAVACA HOMEOWNERS ASSOC
INC
532 E MARYLAND AVE STE F
PHOENIX, AZ 85012

DODDS GIANNA TR
6701 N SCOTTSDALE RD
SCOTTSDALE, AZ 85250

DUNIK BRIAN R/CATHERINE F
6701 N SCOTTSDALE RD LOT 30
SCOTTSDALE, AZ 85250

AF AND JC TRUST
6701 N SCOTTSDALE RD NO 15
SCOTTSDALE, AZ 85250

BAMBOO RANCH LIMITED LLC
6701 N SCOTTSDALE RD UNIT 32
SCOTTSDALE, AZ 85250

BINDI LIVING TRUST
312 ARIAS ST
SAN RAFAEL, CA 94903

BRODKIN TERRY B
7320 E SHOEMAN LN
SCOTTSDALE, AZ 85251

BUTLER BLAKE/ROCITSA
6846 N 72ND PL
SCOTTSDALE, AZ 85250

CASABELLA ASSOCIATION
7255 E HAMPTON AVE STE 101
MESA, AZ 85209

CLS TRUST
PO BOX 45515
PHOENIX, AZ 85064

CYNTHIA E GIBSON TRUST
6835 N 73RD ST
SCOTTSDALE, AZ 85250

DOUGLAS ALAN COLE TRUST
6929 N HAYDEN RD SUITE C4-508
SCOTTSDALE, AZ 85250

ELAINE A ROSENTHAL FAMILY LIVING
TRUST
6839 N 73RD ST
SCOTTSDALE, AZ 85250

ASCHERL GEORGE F JR/GEORGE F III
7238 E JOSHUA TREE LN
SCOTTSDALE, AZ 85250

BARKER CURTISS F II/SUSAN C TR
6701 N SCOTTSDALE RD NO 16
SCOTTSDALE, AZ 85250

BISSELL CAROLINE VIRGINIA TR
7231 E CACTUS WREN RD
SCOTTSDALE, AZ 85250

BROWN SHERRIL S
7245 E JOSHUA TREE LN
SCOTTSDALE, AZ 85250

CACTUS RUN LLC
5500 S FRANKLIN ST
GREENWOOD VILLAGE, CO 80121

CHRISTINE H SODERQUIST LIVING
TRUST
7302 E JOSHUA TREE LN
SCOTTSDALE, AZ 85250

CUCCURULLO REVOCABLE LIVING
TRUST
3219 E CAMELBACK RD SUITE 501
PHOENIX, AZ 85018

DELANA JEAN LEWIS REVOCABLE
TRUST
6701 N SCOTTSDALE RD NO 24
SCOTTSDALE, AZ 85250

DOVE DAVID R TR
6815 N 73RD ST
SCOTTSDALE, AZ 85250

ERIVIN BARBARA C TR
6701 N SCOTTSDALE RD 14
SCOTTSDALE, AZ 85253

FALCONE SONIA M
120 N LASALLE ST
CHICAGO, IL 60602

FIVE STAR RESORT OWNER LLC
6720 N SCOTTSDALE RD SUITE 130
SCOTTSDALE, AZ 85253

GIGLIO GARY/PATRICIA
6701 N SCOTTSDALE ROAD
SCOTTSDALE, AZ 85253

HALL CHARLES W III
7241 E JOSHUA TREE LN
SCOTTSDALE, AZ 85250

IBRAHIM WILLIAM/CARIE
6823 N 73RD ST
SCOTTSDALE, AZ 85250

KALISH KRISTA
6701 N SCOTTSDALE RD 35
SCOTTSDALE, AZ 85250

KEILTY THOMAS
6831 N 73RD ST
SCOTTSDALE, AZ 85250

KLING ASHLEY ROSE
7027 N SCOTTSDALE RD UNIT 201
SCOTTSDALE, AZ 85252

KUWAHARA RENEE F
7305 E CACTUS WREN ROAD
SCOTTSDALE, AZ 85250

LITTLE SYLVIA F
PO BOX 1258
FARMINGTON, NM 87499

FAUSTER III FAMILY TRUST
6701 N SCOTTSDALE RD LOT 9
SCOTTSDALE, AZ 85250

FUREY JAMES H/VICKI H
1221 SANTA BARBARA DR
NEWPORT BEACH, CA 92660

GLASER JANET HENRICH
6701 N SCOTTSDALE RD UNIT 26
SCOTTSDALE, AZ 85250

HILL WALTER PAUL & SHIRLEY J
6827 N 73RD ST
SCOTTSDALE, AZ 85253

JIG TRUST
7315 E KRALL ST
SCOTTSDALE, AZ 85250

KAREN MARIE LIERSCH LIVING TRUST
6701 N SCOTTSDALE RD UNIT 11
SCOTTSDALE, AZ 85250

KHAMOOSHI FARZAD
6826 N 72ND PL
SCOTTSDALE, AZ 85250

KOE BETTY
6701 N SCOTTSDALE RD UNIT 29
SCOTTSDALE, AZ 85250

LINCOLN SCOTTSDALE BUILDING LLC
6607 N SCOTTSDALE RD STE H100
SCOTTSDALE, AZ 85250

LORI L TUFT FAMILY REVOCABLE TRUST
6701 N SCOTTSDALE RD UNIT 5
SCOTTSDALE, AZ 85250

FIVE STAR LAND OWNER LLC
6720 N SCOTTSDALE RD STE 130
SCOTTSDALE, AZ 85253

GHANIABADI EFFIE K
6820 N 73RD ST
SCOTTSDALE, AZ 85250

GRUNTLER AUDREY R
8648 CRICKET TREE LN
INDIANAPOLIS, IN 46260

HRA LINCOLN SCOTTSDALE LP
2999 N 44TH ST STE 400
PHOENIX, AZ 85018

JONES FAMILY REVOCABLE TRUST
6701 N SCOTTSDALE RD NO 20
SCOTTSDALE, AZ 85250

KATZ NATALIE/LAWRENCE E TR
6828 N 73RD ST
SCOTTSDALE, AZ 85250

KHAMOOSHIPOUR FARZAD
6830 N 72ND PL
SCOTTSDALE, AZ 85250

KOGI HAUSER TRUST
6701 N SCOTTSDALE RD UNIT 19
SCOTTSDALE, AZ 85250

LITTLE SYLVIA F
P O BOX 1258
FARMINGTON, NM 87499

LYKOURGOS 3 LLC
20731 ST CHARLES ST
SARATOGA, CA 95070

M T OFFICE BUILDINGS LLC
6623 N SCOTTSDALE RD
SCOTTSDALE, AZ 85250

MARK AND GLORIA CHANEY JOINT
LIVING TRUST
6701 E SCOTTSDALE RD LOT 38
SCOTTSDALE, AZ 85250

MCMILLEN RONALD J/KERNS REBECCA
J
7316 E KRALL ST
SCOTTSDALE, AZ 85250

MONTOPOLI DUANE C/BARBARA P
108 CAMPION ROAD
NORTH ANDOVER, MA 1845

NARNIA LLC
6621 N SCOTTSDALE RD
SCOTTSDALE, AZ 85250

OMEARA FAMILY TRUST
6701 N SCOTTSDALE RD UNIT 3
SCOTTSDALE, AZ 85250

RANUCCI ROBERT J
6701 N SCOTTSDALE RD 39
SCOTTSDALE, AZ 85250

RIVIERE M ELLIOT/MARGARET W
6701 N SCOTTSDALE ROAD
SCOTTSDALE, AZ 85250

SANDS RESIDENTIAL LLC
8605 SANTA MONICA BLVD SUITE 7838
LOS ANGELES, CA 90069

SCOTTSDALE CITY OF
7447 E INDIAN SCHOOL RD STE 205
SCOTTSDALE, AZ 85251

MANN KENNETH L/JANET H
6822 N 72ND PL
SCOTTSDALE, AZ 85250

MARTIN DANA
7710 E GAINEY RAND RD UNIT 131
SCOTTSDALE, AZ 85258

MELA LLC
11885 N SUNSET VISTA DR
FOUNTAIN HILLS, AZ 85268

MOWRY DEAN/NANCY
6812 N 73RD ST
SCOTTSDALE, AZ 85250

NASHIF DOUGLAS M/DIANA/DOUGLAS
M/DIANE S
6825 NORTH 72ND PLACE
SCOTTSDALE, AZ 85250

PARFET WILLIAM M/GENE V/MARK E
6701 N SCOTTSDALE RD UNIT 41
SCOTTSDALE, AZ 85253

RAUPP-SMITH FAMILY REVOCABLE
TRUST
7251 E CACTUS WREN RD
SCOTTSDALE, AZ 85250

SANDCASTLE ENTERPRISES LLC
61 PRINCEVILLE LN
LAS VEGAS, NV 89113

SAVAGE FAMILY PARTNERSHIP
LTD/SAVAGE JACK W
4037 COTSWALD CT
DALLAS, TX 75220

SCOTTSDALE PLAZA RESORT LLC
7400 E MCCORMICK PARKWAY STE
B200
SCOTTSDALE, AZ 85258

MARGO S POPOVICH INDIVIDUAL
PROPERTY TRUST
6386 SPRUCE MEADOWS LN
LAND O LAKES, WI 54540

MARTIN DANA
6901 E 1ST ST APT 1007
SCOTTSDALE, AZ 85251

MICHAEL AND KATHLEEN DEGROFF
FAMILY TRUST
6701 N SCOTTSDALE RD LOT 28
SCOTTSDALE, AZ 85250

NARNIA II LLC
6621 N SCOTTSDALE RD
SCOTTSDALE, AZ 85250

NIELSON DONALD L/VINI E TR
7235 E CACTUS WREN RD
SCOTTSDALE, AZ 85250

PRICE SANDRA
7250 E JOSHUA TREE LN
SCOTTSDALE, AZ 85250

RFI SCOTTSDALE LLC
5221 N O'CONNOR BLVD STE 600
IRVING, TX 75039

SANDS NORTH TOWNHOUSES
1450 E INDIAN SCHOOL RD STE C
PHOENIX, AZ 85014

SAVAGE FAMILY PARTNERSHIP
LTD/SAVAGE JACK W
4037 COTSWOLD CT
DALLAS, TX 75220

SCOTTSDALE SPECTRUM LLC
6730 N SCOTTSDALE RD
SCOTTSDALE, AZ 85253

SHEA HOMES LTD PARTNERSHIP
8800 N GAINNEY CENTER DR STE 350
SCOTTSDALE, AZ 85258

SIEVERS AMANDA/LINGER ALEXA
7310 E JOSHUA TREE LN
SCOTTSDALE, AZ 85250

SOUTH BOUND INVESTMENTS L L P
953 MOUNT GRADY RD
VERNON, BC V1B4B5

SUNLIGHT PROPERTIES LLC
6319 N MOCKINGBIRD LN
PARADISE VALLEY, AZ 85253

TEHRANI LEILA K
6820 N 73RD ST
SCOTTSDALE, AZ 85250

VERNON RICHARD W TR
6821 N 72ND PL
SCOTTSDALE, AZ 85253

WESTREICH DOROTHY
6701 N SCOTTSDALE RD UNIT 27
SCOTTSDALE, AZ 85250

WILLIAMS JEANNE
6810 N 72ND PL
SCOTTSDALE, AZ 85253

SHELDON HEIDI
6701 N SCOTTSDALE RD UNIT 7
SCOTTSDALE, AZ 85250

SMF REVOCABLE TRUST
6701 N SCOTTSDALE RD NO 40
SCOTTSDALE, AZ 85250

SPRANDO PATRICIA L
7257 SW ETON CT
PORTLAND, OR 97225

TAYLOR CALEB
6802 N 72ND PL
SCOTTSDALE, AZ 85250

THIRD AVENUE INVESTMENTS LLC
51 S MAIN ST
SALT LAKE CITY, UT 84111

WEST ROBIN J
6701 N SCOTTSDALE RD NO 8
SCOTTSDALE, AZ 85250

WHEELER MARGARET J
6811 N 73RD ST
SCOTTSDALE, AZ 85250

WOLFF JUDITH JOY TR
6701 N SCOTTDALE RD NO 37
SCOTTSDALE, AZ 85250

SHOTEY MARCUS
1006 W ADAMS ST
PHOENIX, AZ 85007

SO MABEL/RONALD
6701 N SCOTTSDALE RD NO 25
SCOTTSDALE, AZ 85250

STAEHLE VIRGINIA C/ATKINS SHARON S
TR
7230 E JOSHUA TREE
SCOTTSDALE, AZ 85250
TAYLOR DONALD/SUSAN
PO BOX 2740
CHELAN, WA 98816

TRAVIATA CONDOMINIUMS
HOMEOWNERS ASSOC
7255 E HAMPTON AVE STE 101
MESA, AZ 85209

WESTBROOK STEPHANIE
6850 N 72ND PL
SCOTTSDALE, AZ 85250

WHITESTONE SEVILLE LLC
2600 S GESSNER RD SUITE 500
HOUSTON, TX 77063

WOZNY ROBERT
51500 STRATTON CT
GRANGER, IN 46530

Allez à avery.ca/gabaris	Etiquettes d'adresse Easy Peel	Pat. avery.com/patents
Beverly Stamp	Carol Robertson	Caroline Bissell
Traviata Condos	Casabella Assn	Sands North Townhouses
7027 N Scottsdale Rd Unit 256	7358 E McLellan	7231 E Cactus Wren Rd
Paradise Valley, AZ 85253	Scottsdale, AZ 85250	Scottsdale, AZ 85250
Chris Campbell	Dave Wood	Dean Mowry
McCormick Ranch POA	McCormick Ranch POA	Sands North Townhouses
9248 N 94th St	8455 E San Dido	6812 N 73rd St
Scottsdale, AZ 85258	Scottsdale, AZ 85258	Scottsdale, AZ 85250
Dixon Jordan	Don Nielson	Dottie Stenman
Casabella Assn	Sands North Townhouses	Sands North Townhouses
6334 E Tuckey Wy	7235 E Cactus Wren Rd	2135 E University Dr Unit 117
Scottsdale, AZ 85250	Scottsdale, AZ 85250	Mesa, AZ 85213
Ellen Etzel	Hank Rybacki	Jaime Uhrich
Traviata Condos	Sands North Townhouses	McCormick Ranch POA
7027 N Scottsdale Rd Unit 117	6818 N 72nd Pl	9248 N 94th St
Paradise Valley, AZ 85253	Scottsdale, AZ 85250	Scottsdale, AZ 85258
Janell Kiehl	Kathy Knecht	Ken Mann
Traviata Condos	Casabella Assn	Sands North Townhouses
7255 E Hampton Ave Unit 101	10810 N Tatum Blvd Unit 102-135	6822 N 72nd Pl
Mesa, AZ 85209	Phoenix, AZ 85028	Scottsdale, AZ 85250
Kristy Pennington	Marsha Ford	Mel Kuppinger
Cuernavaca HOA	Casabella Assn	Cuernavaca HOA
532 E Maryland Ave Unit F	7334 E Krall	532 E Maryland Ave Unit F
Phoenix, AZ 85012	Scottsdale, AZ 85250	Phoenix, AZ 85012
Paul Hill	Richard Vernon	Skip Feinstein
Sands North Townhouses	Sands North Townhouses	Cuernavaca HOA
6827 N 73rd St	6821 N 72nd Pl	6701 N Scottsdale Rd Unit 40
Scottsdale, AZ 85250	Scottsdale, AZ 85250	Scottsdale, AZ 85250

Early Notification of Project Under Consideration

Neighborhood Open House Meeting:

Date: Thursday, January 31, 2019
Time: 6:00 P.M.
Location: First Christian Church
7405 E. McDonald Drive

Site Address: 6990 N. Scottsdale Road Scottsdale AZ
Project Overview:

- Description of Request: Zoning District Map Amendment to the approved Development Plan for Phase II of The Palmeraie project and planned shared development (PSD) overlay
- Description of Project: Mixed-use development with retail, restaurant, residential and office uses
- Site Acreage: 20 gross acres
- Site Zoning: Planned Regional Center (PRC)

Applicant Contact:

George Pasquel III - Withey Morris, PLC
George@WitheyMorris.com
602-230-0600

City Contact:

Brad Carr (480) 312-7713
BCarr@scottsdaleaz.gov

Pre-Application #: 627-PA-2018 Available at City of Scottsdale: 480-312-7000
Posting Date: 1/18/19

Project information may be researched at:
<https://eservices.scottsdaleaz.gov/bldgresources/Preapp/Search>

*Penalty for removing or defacing sign prior to date of last hearing -Applicant Responsible for Sign Removal

1/18/19 10:33:19

Early Notification of Project Under Consideration

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602-230-0600

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Brad Carr (480) 312-7713
BCarr@scottsdaleaz.gov

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1/18/19 10:51:19



Affidavit of Posting

Required: Signed, Notarized originals.
Recommended: E-mail copy to your project coordinator.

☒ Project Under Consideration Sign (White) ☐ Public Hearing Notice Sign (Red)

Case Number: 627-PA-2018
Project Name: _____
Location: 6990 N Scottsdale Rd
Site Posting Date: 1/18/19
Applicant Name: George Pasquel III- Withey Morris, PLC
Sign Company Name: Dynamite Signs
Phone Number: 480-585-3031

I confirm that the site has been posted as indicated by the Project Manager for the case as listed above.

Marybeth Conrad
Applicant Signature

1/18/19
Date

Return completed original notarized affidavit AND pictures to the Current Planning Office no later than 14 days after your application submittal.

Acknowledged before me this the

18th

day of

January 2019



Marybeth Conrad
Notary Public

My commission expires: 10-25-20

City of Scottsdale -- Current Planning Division

7447 E Indian School Road, Suite 105, Scottsdale, AZ 85251 • Phone: 480-312-7000 • Fax: 480-312-7088

Subject: Planning Commission Public Comment (response #191)

Planning Commission Public Comment (response #191)

Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Planning Commission Public Comment
URL:	https://www.scottsdaleaz.gov/boards/planning-commission/public-comment
Submission Time/Date:	10/28/2020 12:10:29 PM

Survey Response

AGENDA ITEM	
What agenda item are you commenting on?	PALMERAIE PHASE II 7-ZN-201632
COMMENT	
Comment:	<p>I am HOA President for the 41 homes at Cuernavaca, 6701 N Scottsdale Rd, between Indian Bend and Lincoln. We are across from the Spectrum office building. We are gravely concerned about Northbound traffic on Scottsdale Rd between Lincoln and Indian Bend. We now have the ability to turn left onto Scottsdale Rd Southbound and turn left into our homes going southbound on Scottsdale rd. This requires traffic to be clear OR for three lanes of traffic to let us cross in front of them to do so. This is already a challenge to do so during peak traffic hours. 4000 new parking spaces for Palmeraie and even more for the Resort will create even greater demand on Scottsdale Rd. making it almost impossible to egress and ingress with a left turn from our homes. In speaking with George Pasquel and Dawn Carter of Civtech this morning, I was made aware of the potential addition of an additional left turn lane into the Spectrum on northbound Scottsdale Rd. While that will facilitate an additional 5-6 cars to turn left, it will, not be enough to keep that far lane from backing up to our left turn openings thereby blocking them. This will happen in the far two lanes as well. We are asking the City to create a no-stopping zone in front of our driveway as you place in front of Fire Houses with yellow street striping and "do not block" signs to facilitate our traffic</p>

	needs. This would be a welcome commitment by the City to help our residents stay safe when needing to turn left from our homes. We look forward to working with you. Thank you
Comments are limited to 8,000 characters and may be cut and pasted from another source.	
PLEASE PROVIDE YOUR NAME:	
First & Last Name:	Douglas Cole
AND ONE OR MORE OF THE FOLLOWING ITEMS:	
Email:	DOUGLASACOLE1@GMAIL.COM
Phone:	(858) 248-2423
Address:	6701 N SCOTTSDALE RD #36
Example: 3939 N. Drinkwater Blvd, Scottsdale 85251	

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter to voice my strong support for case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences in the United States to Scottsdale.

I have lived in Scottsdale for 10 years and have worked in design, hospitality, tourism and fashion for over 15 years. I have traveled and explored more interiors than I can even count. A project like this one has a rare opportunity to shape a landscape of a city. OUR CITY. It draws a level of sophistication that is great for business, but more importantly it cultivates an artistic culture within. That is irreplaceable and important when building our future cities.

I hope our City Council will work diligently with the development team to ensure the creation of this notable project including the impressive Fendi residences.

Sincerely,

Hannah Klemm

Address: 7751 E Glenrosa Ave b7, Scottsdale, AZ 85251

CC: Planner Brad Carr
Planning Director Randy Grant
City Manager Jim Thompson
George Pasquel

Carr, Brad

From: Maureen Lyon <maureen@worlddesignworks.com>
Sent: Wednesday, October 28, 2020 12:32 PM
To: City Council; Thompson, Jim
Cc: Carr, Brad; Grant, Randy; george@withey.com; mturner@rosemoerallynpr.com; GaryandoOscar@gmail.com
Subject: Fendi residence

⚠ External Email: Please use caution if opening links or attachments!

Mayor Lane and the Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

VIA EMAIL to : citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter to voice my strong support for case #7-ZN-2016#2 regarding the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences in the United States to Scottsdale.

I am a transplanted New Yorker who has strong family ties to Scottsdale for the last 30 years and our city's growing design community.

I choose Scottsdale for my residence more than 10 years ago when I was able to relocate my Home Design Sourcing business for European clients. My work concentrates on European clients and sources home products throughout Asia while maintaining exacting quality standards. Scottsdale offers a community where I am able to keep in touch with both design and manufacturing of 2 continents while enjoying the living perks of Scottsdale's community and the easy adjacencies of travel options.

Scottsdale has a reputation as a much demanded tourism destination and it is also one of the top places to live in the United States. I have seen exponential growth during the last 10 years for business as well as residences. This has included some resorts as well as worldwide retail brands in an environment which is attracting a growing clientele which will be able to support Scottsdale's needs for years to come.

Scottsdale has an opportunity to develop a vacant lot into a dual purpose luxury tourist and residential destination with the umbrella of an iconic global fashion brand in a location which will surely be able to support it.

As a former wholesale and retail buyer I have spent years travelling Europe and seeing/experiencing the Fendi family's long association with responsible design in both their fashion lines and their residences and offices. As the Ritz Carlton organization has chosen our community to build the first new North American Ritz in more than 10 years it is a fortuitous opportunity to add even more interest to a project which will bring revenues to our community while being aware of the needs to build responsibly.

Designed by the same architect that designed the notable Fendi headquarters in Rome, the Fendi Private Residences are 80 feet tall with a small portion of mechanical screening so it totals a height of 90 feet; this is set back far off Scottsdale Road and is just 10 feet more than what was unanimously approved by the Scottsdale

City Council in 2017. And it is my understanding that many other height allowances in the 2017 approval are not being pursued.

As a Scottsdale resident I anxiously look forward to this projects approval and completion and as a follower of new designs for living and our homes I am most anxious to have a Fendi Family project added to Scottsdale. Towards this end, I hope our City Council will work diligently with the development team to ensure that this project includes the Fendi residences.

Sincerely,

Maureen Lyon
6833 East 5th Street
Scottsdale, AZ 85251

CC: Planner Brad Carr
Planning Director Randy Grant
City Manager Jim Thompson
George Pasquel

TRANSCRIPT

SUBJECT; Support for Approval of City of Scottsdale, Case #7-ZN-2016#2 – Palmeraie Phase II
AUTHOR; Nicole Reyes = NR
LOCATION; Paris (France)
DATE; October 26th, 2020
CONTENT; As follows

[Start]

NR; Hello City of Scottsdale Council. Today is October 26th and I filmed this from the historic rooftops in Paris, France. My name is Nicole Reyes. I am resident of the City of Scottsdale as well as a small business owner. My business is located at the Scottsdale Airpark. 7855 East Evans Road. I am asking for your support for the FENDI Residence project. I think that this project will bring a lot of luxury and sophistication to the City of Scottsdale. It was originally designed in Rome; Italy and I think Scottsdale is ready for this new level of luxury. So, I am asking for your full support for the additional 10-foot variance to move forward with this project. Thank you very much!

[End of video]

NICOLE REYES

Classic Custom Upholstery
7855 East Evans Road, Suite A
Scottsdale, AZ 85260
(480) 348-9377
firstclassbelongings@gmail.com

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, Arizona
85251

Dear Mayor Lane and Scottsdale City Council,

Many of you may know me personally and others might know of me.

I will briefly reintroduce myself:

I am both a professional Artist as well as an Interior Arch. Designer. I live and work here in Scottsdale although I work all over the world.

To refresh your memories:

In the 80's I conceived the symbol of the howling coyote with a bandana.

It became so popular the the Scottsdale Chamber asked to wear them at all events and conventions along with selling them. My images of the Southwest in posters became the best selling images world wide for the Joan Cawley publishing gallery co. for 14 years.

I created the Scottsdale Culinary Festival with became the largest source of fundings for the Scottsdale Center along with voted the public's Favorite Activity.

I was asked by the late Charles Keating to finish up new designs for his Phoenician Hotel and resort. It was deemed S Star From Designing the main entry to the Mother of pearl pool- to signage etc., etc. I did it all.

The Scottsdale Fine Arts Council asked me to chair a 20 year master plan group of incorporating The arts into the Scottsdale vocabulary & environment.

My personal concept of honoring the Native American native tribes we accomplished by using their tribal images in transposing them into colored gravel Along the 101 - 202 etc. People remark about the distinctiveness of these all the time.

I also came up with the river walk Concept we can enjoy.

My fine art was represented here , in Santa Fe and Palm Springs by the late Elaine Horwitch Galleries. My shows for her and then additional galleries from New York to Los Angeles sold out.

In 2001 I designed 'SIX' The night club that was then voted internationally as one of the top 12 nightclubs for the year.

Other work locally is the W Hotel high End Suites as well as the 'SumoMaya' Restaurant now under renovation.

This is just a capsule of my works locally- Hope this helps some of you know some of my work.

Please understand I am in no way connected to the new Ritz Carlton/ Fendi / Palmeraire project.

As a professional designer I was asked to review and give my opinion on a proposed change of a screen wall of 10 feet in height to hide and enclose mechanical equipment.

In my review I see no issue what so ever with this change.

As a neighbor to the project, a resident with my home close by- I see absolutely no issue with what the Architect has carefully proposed.

I proudly call Scottsdale my home.

Our careful growth, needs this fine project to get approved and completed. It will be the missing Gem in Scottsdale's Brand.

The choice of Variety of homes are excellent and should not be held up.

As a professional designer I am sticking my neck out to encourage you to work with the design team to resolve this non issue quickly.

I thank you for you work and time,
Most sincerely ,

Jeff Low
7325 E Claremont Street
Scottsdale, Arizona
85250

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

Dear Mayor Lane and Scottsdale City Council,

As a longtime resident of Scottsdale, I have been following the Ritz-Carlton/Palmeraie project with interest. I am aware that there is some push back from the Scottsdale community on the height of the Fendi Residences.

In my opinion, the Fendi Residences would bring a wonderful air of sophistication to Scottsdale and would enhance Scottsdale's reputation for being a tourist mecca and an incredible place to live and work.

Therefore, I request that Mayor Lane and the Scottsdale City Council support case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences in the United States to Scottsdale. How lucky we are to be the very first place in the United States to have the Fendi Residences.

The increased height (10 feet, I believe) is a non-issue to me. It's an attractive project with great curb appeal and will only enhance the Ritz-Carlton/Palmeraie development and Scottsdale, as well.

Please work to ensure we have this stunning development, including the Fendi Residences, approved. I thank you for your time.

Best regards,

William Lykins
6526 E. Cypress St.
Scottsdale, AZ 85257

CC: Planner Brad Carr
Planning Director Randy Grant
City Manager Jim Thompson
George Pasquel

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

Dear Mayor Lane and Scottsdale City Council,

As residents of Scottsdale, we have been following the Ritz-Carlton/Palmeraie project with interest. We are aware that there is some push back from the Scottsdale community on the height of the Fendi Residences which is why we are reaching out to you.

In our opinions, the Fendi Residences would bring a wonderful air of sophistication to Scottsdale and would enhance Scottsdale's reputation for being a tourist mecca and an incredible place to live and work.

Therefore, we request that Mayor Lane and the Scottsdale City Council support case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences in the United States to Scottsdale. How lucky we are to be the very first place in the United States to have the Fendi Residences!

We are not concerned about the increased height. It's an attractive project with great curb appeal and will only enhance the Ritz-Carlton/Palmeraie development and Scottsdale, as well.

Please work to ensure we have this stunning development, including the Fendi Residences, approved. We thank you for your time.

Best regards,

Penny and Larry Gunning
6310 E. Exeter Blvd.
Scottsdale, AZ 85251

CC: Planner Brad Carr
Planning Director Randy Grant
City Manager Jim Thompson
George Pasquel

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter to voice my strong support for case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences in the United States to Scottsdale.

Scottsdale is known as a top tourism destination and is one of the best places to live in the country. We are home to some of the most luxurious resorts and notable retail brands. Now, Scottsdale has an opportunity to develop a vacant lot of land into a luxury tourist and residential destination with an iconic global fashion brand.

A project of this magnitude ready to be developed on a vacant lot of land, that is ready to be converted into a luxury tourist and residential destination with an iconic global fashion brand, will help to bring a user that will bring more spending to the city, which will also help other local businesses to have access to this particular segment of shopper.

As the owner of an established medical practice in the Valley, I understand the importance of projects of this scale for our city. I have traveled extensively around the world and in my travels, I recognize that in cities which encourage and support luxury retail, they always appeal to the obvious higher income clientele, but also attract those shoppers who aspire to own higher style products.

My business serves a wide range of clientele of varying income levels, and currently, most of our valley retail tends to focus on mainstream, duplicated, everyday brands. Bringing a new, unique brand (and brands) to our city, opens the doors to entice a higher income customer to the valley, one that is accustomed to luxury, high-style retail brands. And while my diverse clientele choose to spend on personal luxury, this addition to the city also opens doors to a new demographic of higher-end customer for my business. An added layer of new luxury brands to the retail community is generally accompanied by a higher level of expenditure in our local economy. I

support this project, since I believe that adding this new dimension of business service in our valley helps to contribute to the expansion of my business clientele, which also gives me the possibility of contributing to city and state revenue as part of my tax input.

Designed by the same architect that designed the Fendi headquarters in Rome, the Fendi Private Residences are 80 feet tall with a small portion of mechanical screening reaching a total height of 90 feet, set back far off Scottsdale Road. This is only 10 feet more than what was unanimously approved by the Scottsdale City Council in 2017. Not only will the residential building be an aesthetic attraction, it will be located adjacent to the first Ritz-Carlton built in North America in over a decade. Notably, many other height allowances in the 2017 approval are not being pursued.

I hope our City Council will work diligently with the development team to ensure the creation of this notable project including the impressive Fendi residences.

Sincerely,

Dr. Martha L. Reyes
5178 North, 83rd Street
Scottsdale, Arizona 85250

CC: Planner Brad Carr
Planning Director Randy Grant
City Manager Jim Thompson
George Pasquel

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251
VIA [EMAIL: citycouncil@ScottsdaleAz.gov](mailto:citycouncil@ScottsdaleAz.gov)

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter in support for case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects. It includes bringing the first Fendi Residences in the United States to Scottsdale.

As you know, Scottsdale is known as a top tourism destination and is one of the best places to live in the country. We have some of the most luxurious resorts and higher end retail. Scottsdale has an opportunity to develop a vacant lot of land into a luxury tourist and residential destination with one of the most iconic global fashion brands.

Using the same architect that designed the Fendi headquarters in Rome, the Fendi Private Residences are 80 feet tall with a small portion of mechanical screening reaching a total height of 90 feet. They are set back far off Scottsdale Road. This is only 10 feet more than what was unanimously approved by the Scottsdale City Council in 2017.

The building be an aesthetic attraction, it will be located adjacent to the first Ritz-Carlton built in North America in over a decade.

Notably, many other height allowances in the 2017 approval are not being pursued.

I hope our City Council will work with the development team to ensure the creation of the Fendi residences.

Sincerely,



Jill Krigsten
7292 E Vaquero Drive
Scottsdale, AZ
85258

Mayor Lane and Scottsdale City Council

Scottsdale City Hall

3939 N. Drinkwater Blvd.

Scottsdale, AZ 85251

VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter on behalf of my brother (Sami Chowdhury) and his spouse (Sydney Sherman) who are both residents of Scottsdale to voice my strong support for case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences ('the Project') in the United States to Scottsdale.

As a frequent visitor to Scottsdale, I know it is a top tourism destination and is one of the best places to live in America. As home to some of the most luxurious resorts and notable retail brands, I believe the Project, developing a vacant lot of land into a luxury tourist and residential destination with an iconic global fashion brand would immensely benefit Scottsdale.

I have been made aware of the following features of the Project, as appears below.

Designed by the same architect that designed the Fendi headquarters in Rome, the Fendi Private Residences are 80 feet tall with a small portion of mechanical screening reaching a total height of 90 feet, set back far off Scottsdale Road. This is only 10 feet more than what was unanimously approved by the Scottsdale City Council in 2017. Not only will the residential building be an aesthetic attraction, it will be located adjacent to the first Ritz-Carlton built in North America in over a decade. Notably, many other height allowances in the 2017 approval are not being pursued.

I hope your City Council will work diligently with the development team to ensure the creation of this notable Project, which I believe would add to the general character of Scottsdale as a destination of luxury tourism.

Sincerely,

NAME: Saadi Chowdhury Esq.

Address: 19 Higham House West

102 Carnwath Road

Fulham, London

SW6 3BJ

United Kingdom

CC: Planner Brad Carr

Planning Director Randy Grant

City Manager Jim Thompson

George Pasquel

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter to voice my strong support for case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences in the United States to Scottsdale.

I was born and raised in North Scottsdale and with the exception of living in San Francisco during high school, I have resided here for over 20 years. The city I grew up in is vastly different from the city I see today. I vividly remember when major economic and architectural developments began to skyrocket here; when I moved to California in 2011, the Scottsdale Quarter was far from completion and a primary topic of discussion. The Scottsdale community was thrilled with the concept of adding a modern shopping center adjacent to the already well established Kierland Commons. When I relocated back to Scottsdale in 2015, it was the spot everyone wanted to be at, whether for dining out or shopping at stores that ceased to exist in Arizona previously. As I write this today, it is still one of Scottsdale's most notable developments. The urbanization that I have witnessed here first hand has opened many doors for our inhabitants in terms of jobs, housing options and quality of life. My parents also express immense gratitude for these developments; my mother and her parents are native to Scottsdale and my mother even attended Scottsdale High School before it was demolished. Her perspective on the advancements Scottsdale has made throughout her life are difficult to comprehend. The picture she paints of the town she grew up in is so far removed from how I view Scottsdale today, which speaks volumes of the success these metropolitan advancements have made. This community has been home to three generations of my family due to its ability to industrially adapt to modern lifestyles and meet the needs of its residents. There is no place my family would rather call home and I acknowledge how fortunate I was to have the upbringing my parents provided me with here. I always knew Scottsdale was special, but moving to a highly populated, disorganized city such as San Francisco made me highly vigilant of how lucky I was to be from this tight net, yet progressive city.

I am currently a graduate architecture student at Arizona State University and spent the past 4 years studying and professionally practicing interior design here in town. The foundation of my studies and prior work experience have revolved around high end residential and boutique commercial developments, which have led to increased knowledge about zoning ordinances and building codes. With this being said, I am positive Scottsdale is capable of continuing urban advancements at a heightened level and believe The Palmeraie is the critical destination needed to attract a new wave of tourism and contribute to Scottsdale's identity as a viable fiscal and design hub. The high end spectrum of the fashion trade is not yet fully defined here, even after the renovations completed at Fashion Square. When I heard of The Palmeraie, I was optimistic to see the list of luxury retail stores that have never been present in Arizona and would soon be located in the same

realm of the Ritz-Carlton. The potential for networking and brand identity The Palmeraie inherently poses is a large component of why my colleagues, peers, mentors and myself choose to build their careers and families here. We are wholeheartedly idealistic about Scottsdale's potential and want to pioneer a further recognizable destination for cutting edge design, fashion and tourism. To make this possible, Scottsdale must introduce diverse hospitality and retail spaces, such as The Palmeraie and Fendi Residences.

My intent is to support the opportunistic members of our community that view moving forward with the economic development of Scottsdale as critical. I am asking that we place greater importance on a multi-faceted approach when curating destinations that encourage users to experience Scottsdale's culture.

The Ritz-Carlton will be the first constructed in North America in over a decade, contributing to the luxury brand identity of the Fendi Private Residences. When paired together on the same plot of land, they will create arguably the most significant aesthetic focal point our community has seen to date. Currently set to stand at 80 feet tall, the request for 10 more feet to house necessary mechanical screening would be a minute difference in the overall height, especially considering the characteristics of the built environment already existing on Scottsdale Road. This small height difference, which was unanimously approved in 2017 by the Scottsdale City Council, is a modest design request that does not require rezoning of any kind.

As a lifelong citizen of Scottsdale who lives directly on Scottsdale Road and Lincoln Drive, I have seen, heard and felt the ongoing construction of the Ritz-Carlton and The Palmeraie for three years; my balcony overlooks the construction of these highly anticipated new developments. I believe the 10 foot request should be considered for not only the structural aspects needed to turn this project into a tangible reality, but for the overarching opportunities the Fendi Residences would bring to our society. The continuation of economic prosperity and architectural feats our city strives for encourages me to participate with the team involved in the Fendi Residences to become a step closer to project completion.

Sincerely,



Tessa DesRoche
7100 East Lincoln Drive
Unit 4113
Scottsdale, AZ 85253

CC: Planner Brad Carr
Planning Director Randy Grand
City Manager Jim Thompson
George Pasquel

Ava Spanier

973-204-4456

ava@headsparkproductions.com

20957 N 112th St Scottsdale AZ 85255

October 27, 2020

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

VIA EMAIL: citycouncil@ScottsdaleAz.gov et. al.

Dear Mayor Lane and Scottsdale City Council,

I am writing you in support of case #7-ZN-2016#2 regarding the Ritz-Carlton and associated Palmeraie projects.

As a transplant from New York almost a decade ago, I am particularly excited about this project including the establishment of the first Fendi Residences in the US to Scottsdale. What a feather in our hat! Currently Scottsdale is home to some of the more discerning consumers who appreciate its many luxurious resorts, top notch golf courses and sophisticated shopping opportunities, but it is my opinion that securing a residential building designed by an iconic brand like Fendi will elevate our community even more, not only for our full-time residents like myself but those who might choose our town as a second-home location as well as vacationers.

I hope our City Council will work diligently with the top-notch design and development team to ensure the creation of this exciting project including the impressive Fendi residences.

Sincerely,

Ava Spanier

Carr, Brad

From: drreyes@reyesfamilymedicine.com
Sent: Tuesday, October 27, 2020 8:18 AM
To: citycouncil@scottsdaleaz.gov; Thompson, Jim
Cc: Carr, Brad; Grant, Randy; george@withey.com; mturner@rosemoserallynpr.com; Oscar las
Subject: Letter in Support of the FENDI RESIDENCES PROJECT - case #7-ZN-2016#2

⚠ External Email: Please use caution if opening links or attachments!

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter to voice my strong support for case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences in the United States to Scottsdale.

Scottsdale is known as a top tourism destination and is one of the best places to live in the country. We are home to some of the most luxurious resorts and notable retail brands. Now, Scottsdale has an opportunity to develop a vacant lot of land into a luxury tourist and residential destination with an iconic global fashion brand.

A project of this magnitude ready to be developed on a vacant lot of land, that is ready to be converted into a luxury tourist and residential destination with an iconic global fashion brand, will help to bring a user that will bring more spending to the city, which will also help other local businesses to have access to this particular segment of shopper.

As the owner of an established medical practice in the Valley, I understand the importance of projects of this scale for our city. I have traveled extensively around the world and in my travels, I recognize that in cities which encourage and support luxury retail, they always appeal to the obvious higher income clientele, but also attract those shoppers who aspire to own higher style products.

My business serves a wide range of clientele of varying income levels, and currently, most of our valley retail tends to focus on mainstream, duplicated, everyday brands. Bringing a new, unique brand (and brands) to our city, opens the doors to entice a higher income customer to the valley, one that is accustomed to luxury, high-style retail brands. And while my diverse clientele choose to spend on personal luxury, this addition

to the city also opens doors to a new demographic of higher-end customer for my business. An added layer of new luxury brands to the retail community is generally accompanied by a higher level of expenditure in our local economy. I support this project, since I believe that adding this new dimension of business service in our valley helps to contribute to the expansion of my business clientele, which also gives me the possibility of contributing to city and state revenue as part of my tax input.

Designed by the same architect that designed the Fendi headquarters in Rome, the Fendi Private Residences are 80 feet tall with a small portion of mechanical screening reaching a total height of 90 feet, set back far off Scottsdale Road. This is only 10 feet more than what was unanimously approved by the Scottsdale City Council in 2017. Not only will the residential building be an aesthetic attraction, it will be located adjacent to the first Ritz-Carlton built in North America in over a decade. Notably, many other height allowances in the 2017 approval are not being pursued.

I hope our City Council will work diligently with the development team to ensure the creation of this notable project including the impressive Fendi residences.

Sincerely,

Dr. Martha L. Reyes
5178 North, 83rd Street
Scottsdale, Arizona 85250

CC: Planner Brad Carr
Planning Director Randy Grant
City Manager Jim Thompson
George Pasquel

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter to show my strong support for case #7-ZN-2016#2. I believe the Ritz-Carlton and Palmeraie projects will be a great addition to the positioning of Scottsdale as a world class destination.

I have lived in Scottsdale for over 40 years and I have been selling luxury property here for over 38 years. I am proud that Scottsdale is known as a top tourism destination and is one of the best places to live in the country. Scottsdale has a great opportunity to turn a vacant lot into a major economic machine that all residents and visitors will benefit from.

It is my understanding that the same architect that designed the Fendi headquarters in Rome, is designing the Fendi Private Residences which are 90 feet tall. I have also seen the plans and understand the set back is far off Scottsdale Road. The residences are only 10 feet more than what was unanimously approved by the Scottsdale City Council in 2017.

I ask the City Council to work diligently with the development team to ensure the creation of this notable project including the impressive Fendi residences.

Sincerely,

Cionne McCarthy

6134 E. Calle del Norte

Scottsdale AZ. 85251

CC: Planner Brad Carr
Planning Director Randy Grant
City Manager Jim Thompson
George Pasquel

Carr, Brad

From: Kuester, Kelli
Sent: Tuesday, October 27, 2020 7:55 AM
To: Heather Wagenhals - RBM
Cc: Carr, Brad
Subject: RE: Ritz-Carlton and associated Palmeraie projects

Hello Heather,

Thank you for emailing Mayor Lane and the City Councilmembers and for taking the time to share the letter prior to the proposed November 23rd City Council meeting on this project. Planning and Development Area Manager Brad Carr is copied on this email and will make sure your comments are included in the case file.

More information can be found here: <https://eservices.scottsdaleaz.gov/bldgresources/Cases/Details/49649>.

Kelli Kuester

Management Assistant to the Mayor
3939 N. Drinkwater Blvd., Scottsdale, AZ 85251
kkuester@scottsdaleaz.gov
(480) 312-7977

From: Heather Wagenhals - RBM <office@renaissancebrandmanagement.com>
Sent: Monday, October 26, 2020 5:41 PM
To: City Council <CityCouncil@scottsdaleaz.gov>
Subject: Ritz-Carlton and associated Palmeraie projects

⚠ External Email: Please use caution if opening links or attachments!

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter to voice my vehement support for case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects, which includes bringing the first Fendi Residences in the United States to Scottsdale.

In addition to this project being a tax revenue generator for the city, it also will be a world-class destination with an iconic residential brand.

As a native Arizonan, Scottsdale resident and real estate broker, I implore you to approve this project for many reasons. One of which is that I would like the opportunity to be an owner of one of these penthouses and reside in this vibrant part of town.

Second, we want to avoid being the city that eschewed a luxury brand opportunity, for the simple fact that Scottsdale is already known for its luxury brands. What kind of precedent would that set with our existing and potential new luxury brand partners? Do we really want to disregard one of the most iconic luxury brands in the world?

Third, as one of the original owners of the most prestigious address in Scottsdale, the Scottsdale Waterfront, I can personally attest to the tremendous value of high-rise luxury living in this area. I, and many of my neighbors shopped and dined out every night, patronizing all of the local restaurants in the area, both supporting local businesses and generating tax revenue for the city's worthwhile projects.

At the time, it was the highest structure in all of Scottsdale. This residential height request for this project is a fraction of the Waterfront and with the minimum size units at 4,000 square feet, density is negligible. Moreover, the upside economic tax revenue potential from those owners is significant.

If Scottsdale wants to continue to attract luxury retail and luxury lifestyle living and avoid losing our city's cachet in this regard, we must approve this project so that we can maintain our renowned worldwide status. After all, if Scottsdale is a city that is consistent with its successful decisions such as the Optima and the Waterfront, this should be a simple approval.

Thank you for your time and consideration.

To Your Prosperity,

Heather Wagenhals
Renaissance Brand Management
6929 N. Hayden Rd, Suite C4-122
(480) 499-3132 Office
RenaissanceBrandManagement.com

Mayor Lane and Scottsdale City Council

Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter to voice my strong support for case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences in the United States to Scottsdale.

Successful cities have functionality and added value, much like strong brands. Inherent qualities of successful cities are based on the function of their geographic location for trade, industry, employment, and economy. But their added value, such as culture, attractions, and people, contribute to their distinctiveness as a brand. In other words, there is more to the city than just employment, more to attract people that would say 'this is a quality place to live'. This is a clear message, one that is very specific about what the city brand is and what kinds of added value and attractions the city possesses. This is not only perceived value, but also real value.

Scottsdale is known as a top tourism destination and is one of the best places to live in the country. We are home to some of the most luxurious resorts and notable retail brands. Now, Scottsdale has an opportunity to develop a vacant lot of land into a luxury tourist and residential destination with an iconic global fashion brand.

Designed by the same architect that designed the Fendi headquarters in Rome, the Fendi Private Residences are 80 feet tall with a small portion of mechanical screening reaching a total height of 90 feet, set back far off Scottsdale Road. This is only 10 feet more than what was unanimously approved by the Scottsdale City Council in 2017. Not only will the residential building be an aesthetic attraction, it will be located adjacent to the first Ritz-Carlton built in North America in over a decade. Notably, many other height allowances in the 2017 approval are not being pursued.

I hope our City Council will work diligently with the development team to ensure the creation of this notable project including the impressive Fendi residences.

Sincerely,

Sami Chowdhury

Executive Director of Royal Capital Ltd.

4629 E Sunset Dr. Phoenix, AZ 85028

Samic1031@gmail.com

CC: Planner Brad Carr

Planning Director Randy Grant

City Manager Jim Thompson

George Pasquel

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

Dear Mayor Lane and Scottsdale City Council,

As a longtime resident of Scottsdale, I have been following the Ritz-Carlton/Palmeraie project with interest. I am aware that there is some push back from the Scottsdale community on the height of the Fendi Residences.

In my opinion, the Fendi Residences would bring a wonderful air of sophistication to Scottsdale and would enhance Scottsdale's reputation for being a tourist mecca and an incredible place to live and work.

Therefore, I request that Mayor Lane and the Scottsdale City Council support case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences in the United States to Scottsdale. How lucky we are to be the very first place in the United States to have the Fendi Residences.

The increased height (10 feet, I believe) is a non-issue to me. It's an attractive project with great curb appeal and will only enhance the Ritz-Carlton/Palmeraie development and Scottsdale, as well.

Please work to ensure we have this stunning development, including the Fendi Residences, approved. I thank you for your time.

Best regards,

William Lykins
6526 E. Cypress St.
Scottsdale, AZ 85257

CC: Planner Brad Carr
Planning Director Randy Grant
City Manager Jim Thompson
George Pasquel

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter to voice my strong support for case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences in the United States to Scottsdale.

I am Scottsdale native and have been living here my 27 whole years. I have seen Scottsdale grew when it was empty land lots to shopping centers and new build customs community homes to exquisite golf clubs and our wonderful nightlife in Old Town Scottsdale. I remember when I was a child wanting to be an interior architect and advocate to see our great, lively and young city thriving with new opportunities and creating new experiences to be made with my family and friends to our tourists from all over the world to experience the Sonoran Desert with great hospitality. My parents are first generation Americans that immigrated here from India and Iran, when they first visited Scottsdale when they lived in Los Angeles, they immediately moved here and never looked back. I couldn't agree with them more. My parents have provided me a privilege life growing up here in this amazing city called Scottsdale. I have grew up with many diverse friends here and still call them my brothers and sisters, this community gave me the opportunity to express and share those times at our community centers, malls, restaurants and hospitality nightlife.

I am a practicing interior designer and adjunct professor here in town and serve my time currently at Scottsdale Community College and Arizona State University. I have worked on many projects ranging from high-end residential, to commercial workplace, retail and hospitality which includes restaurants and boutique hotels. While my time serving as a designer, I have knowledge of building codes and zoning ordinances and I believe have an exquisite destination for our locals and tourists to enjoy the outdoors and the grand shopping malls. The Palmeraie is a new destination that we've been waiting for too long, our Phoenix metropolitan is behind on infrastructure that brings experience and place-making a destination. When I first heard about the new Ritz Carlton and Palmeraie project, I was excited about the wonderful opportunities it will open up for our city. Economic growth, fashion hub and architectural inspiration are

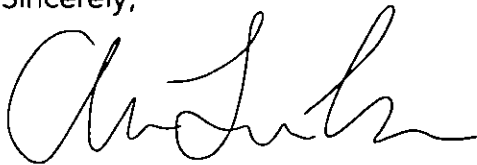
things that will bring including the fashion industry, we have a great network here but it's not fostered enough where we can grow our pin drop on the map bigger. My colleagues, friends and I that are natives here talk about economic development in Scottsdale and how it's growing fast but needs more diverse hospitality and retail destinations to foster our fashion destination branding and strategy.

My objective is to help move forward with the growth of our experience Scottsdale to be a significant economic contribution to the valley. As a citizen of our wonderful city, I as that we need to promote and engage our users to experience more.

Designed by the same architect that designed the Fendi headquarters in Rome, the Fendi Private Residences are currently standing at 80 feet tall with a small portion of mechanical screening which would need to move up to 90 feet tall, set back off Scottsdale Road. This is only 10 feet more than what was unanimously approved by the Scottsdale City Council in 2017. Not only will the residential building be an aesthetic attraction, it will be located adjacent to the first Ritz-Carlton built in North America in over a decade. Notably, many other height allowances in the 2017 approval are not being pursued.

As a citizen of Scottsdale, I am always advocating for a new experience and diversity. I believe the 10 feet request should be taken into account for the architectural and engineering considerations to make this project possible. I would be glad to participate with the architects and the team to bring my perspective on how we can achieve the desired goal.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ali Saman Chopra', with a stylized, cursive script.

Ali Saman Chopra

8206 East La Junta Road

Scottsdale, AZ 85255

CC: Planner Brad Carr
Planning Director Randy Grant
City Manager Jim Thompson
George Pasquel

Carr, Brad

From: GLENDA GUTIERREZ <glendanc3@gmail.com>
Sent: Monday, October 26, 2020 12:24 AM
To: City Council; Thompson, Jim; GaryandOscar@gmail.com; george@withey.com; Grant, Randy; Carr, Brad; mturner@rosemoorallynpr.com
Cc: Glenda Gutierrez
Subject: FENDI RESIDENCES

⚠ External Email: Please use caution if opening links or attachments!

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251
VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter to voice my strong support for case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first FendiResidences in the United States to Scottsdale.

Scottsdale is known as a top tourism destination and is one of the best places to live in the country. We are home to some of the most luxurious resorts and notable retail brands. Now, Scottsdale has an opportunity to develop a vacant lot of land into a luxury tourist and residential destination with an iconic global fashion brand.

Designed by the same architect that designed the Fendiheadquarters in Rome, the Fendi Private Residences are 80 feet tall with a small portion of mechanical screening reaching a total height of 90 feet, set back far off Scottsdale Road. This is only 10 feet more than what was unanimously approved by the Scottsdale City Council in 2017. Not only will the residential building be an aesthetic attraction, it will be located adjacent to the first Ritz-Carlton built in North America in over a decade. Notably, many other height allowances in the 2017 approval are not being pursued. I hope our City Council will work diligently with the development team to ensure the creation of this notable project including the impressive Fendi residences.

Sincerely,

Glenda G. Gutierrez
18927 North 101st Street
Scottsdale, Arizona 85255

2

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter to show my strong support for case #7-ZN-2016#2. I believe the Ritz-Carlton and Palmeraie projects will be a great addition to the positioning of Scottsdale as world class destination.

I have lived in Scottsdale for over 35 years and owned many homes and businesses here. I am proud that Scottsdale is known as a top tourism destination and is one of the best places to live in the country. Scottsdale has a great opportunity to turn a vacant lot into a major economic machine that all residents and visitors will benefit from.

It is my understanding that the same architect that designed the Fendi headquarters in Rome, is designing the Fendi Private Residences which are 90 feet tall. I have also seen the plans and understand the set back is far off Scottsdale Road. The residences are only 10 feet more than what was unanimously approved by the Scottsdale City Council in 2017.

I ask the City Council to work diligently with the development team to ensure the creation of this notable project including the impressive Fendi residences.

Sincerely,

Carrie Martz

21135 N. 74th Way

Scottsdale AZ. 85255

CC: Planner Brad Carr
Planning Director Randy Grant
City Manager Jim Thompson
George Pasquel

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter to voice my strong support for case #7-ZN-2016#2 for the Ritz-Carlton and associated Palmeraie projects which would bring the first Fendi Residences in the United States to Scottsdale.

I am a Scottsdale homeowner and have happily watched our city become a top tourism destination with beautiful resorts, amazing weather, incredible housing choices and world class shopping. Currently, Scottsdale has an exciting opportunity to develop a luxury tourist and residential destination with an iconic global fashion brand. I am in support of this project.

Designed by the same architect that designed the Fendi headquarters in Rome, the Fendi Private Residences are 80 feet tall with a small portion of mechanical screening reaching a total height of 90 feet, set back far off Scottsdale Road. The residential building will be an aesthetic attraction and will be located adjacent to the first Ritz-Carlton built in North America in over a decade.

I am hopeful our City Council will work with the development team to ensure the creation of this notable project including the impressive Fendi residences.

Sincerely,

Susan Wesley

15620 North 51st Street

Scottsdale, AZ 85254

CC: Planner Brad Carr
Planning Director Randy Grant
City Manager Jim Thompson
George Pasquel

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

To: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter to voice my strong support for case #7-ZN-2016#2 for the new Ritz-Carlton and the Palmeraie projects which includes bringing the first Fendi Residences in the country to Scottsdale.

We live in Phoenix, but are actually only four blocks from Scottsdale. We exclusively shop within Scottsdale. Scottsdale is known as a top tourism destination and is one of the best places to live in the country. We are home to some of the most luxurious resorts and notable retail brands. Now, we have an opportunity to develop an abandoned lot of weeds into a luxury tourist and residential destination with a global fashion brand.

Palmeraie is designed by the same architect that designed the Fendi headquarters in Rome. The Fendi Residences are 80 feet tall with a small portion of mechanical screening reaching a total height of 90 feet, set far back from Scottsdale Road. This is only 10 feet more than what was unanimously approved by the Scottsdale City Council in 2017. Not only will the residential building be an aesthetic attraction, it will be located adjacent to the first Ritz-Carlton built in North America in over a decade. Notably, many other height allowances in the 2017 approval are not being pursued. This project will help the City of Scottsdale recover lost revenues from the pandemic, as well as appeal to an elite tourist who will spend additional dollars while visiting.

I hope the City Council can work with the development team to ensure the creation of this notable project including the impressive Fendi residences.

Sincerely,

Mr. and Mrs. Joseph Marovic

5901 East Exeter Blvd.

Phoenix, AZ 85018

CC: Planner Brad Carr
Planning Director Randy Grant
City Manager Jim Thompson
George Pasquel

LINDA M. HEROLD

7425 East Gainey Ranch Road, No. 51, Scottsdale, Arizona 85258
lindaherold@aol.com - 480.348.0564 - Mobile: 602 708-1405

October 17, 2020

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

VIA EMAIL: citycouncil@ScottsdaleAz.gov

RE: case #7-ZN-2016#2

Dear Mayor Lane and Scottsdale City Council,

The Ritz-Carlton and The Palmeraire projects, including the Fendi Residences, will bring a desirable resort and neighborhood to our community and compliment Scottsdale's desert lifestyle. I firmly support and welcome these projects

The first Fendi Residences in the United States along with The Palmeraire will bring impeccable luxury and sophistication to Scottsdale. Residents and visitors will experience one of the country's best places to live, work and play.

It's exciting to bring one of the world's exclusive fashion hallmarks to Scottsdale with the Fendi brand. Fendi Private Residences, on Scottsdale Road, are 80' tall with a small portion of mechanical screening reaching a total height of 90'. This is only 10 feet more than what was unanimously approved by the Scottsdale City Council in 2017.

I hope our City Council will work diligently with the development team to ensure the creation of the impressive Fendi residences, The Ritz-Carlton and The Palmeraire. These exciting projects will enhance our community, provide great place to come home to and embrace the spirit Scottsdale.

Sincerely,

Linda M. Herold

Linda M. Herold

Scottsdale Resident

CC: Planner Brad Carr
Planning Director Randy Grant
City Manager Jim Thompson
George Pasquel

Mayor Lane and Scottsdale City Council

Scottsdale City Hall

3939 N. Drinkwater Blvd.

Scottsdale, AZ 85251

VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

As a longtime resident of Scottsdale, I am excited as the Ritz-Carlton and Palmeraie come together. I am delighted that Fendi has chosen Scottsdale as the first United States location for these premier residences. The cache Fendi Residences will bring to Scottsdale will be beneficial to the community, as well as to the Ritz Carlton/Palmeraie development.

I ask Mayor Lane and the Scottsdale City Council to give Fendi Residences the green light – I ask for their support for case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences to Scottsdale.

I approve of the increased height of the Fendi Residences and are not concerned over the extra 10 feet requested by them. I feel certain that the design team will create a beautiful project and it is my hope that we will have them as part of our overall Scottsdale landscape.

I hope our City Council will support the inclusion of the Fendi Residences in the Ritz-Carlton/Palmeraie. I highly support the entire project and hope the Scottsdale City Council will, as well.

Sincerely,
Christopher Coffin
7500 E. McCormick Parkway
Villa Four
Scottsdale, AZ 85258



CC: Planner Brad Carr
Planning Director Randy Grant
City Manager Jim Thompson
George Pasquel

Carr, Brad

From: Monica Samuels <monica@quasarquantumhealing.com>
Sent: Saturday, October 17, 2020 9:34 AM
To: Carr, Brad
Cc: george@withey.com; Grant, Randy; mturner@rosemoorallynpr.com; garyandoscar@gmail.com; oscar@oscardelassalas.com
Subject: Fendi Residences Project Scottsdale
Attachments: 0_Quasar_Quantum_Logo_Stacked_Tagline_Gradient-2.png

⚠ External Email: Please use caution if opening links or attachments!

October 17, 2020

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251
VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council:

I am submitting this letter to voice my strong support for case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeria projects which includes bringing the first Fendi Residences in the United States to Scottsdale. I was born into a family of artists, architects, fashionistas, and musicians. I experienced the broadest spectra of design at an early age. Traveling the world, moving from country to country, and observing the growth and progress of a variety of urban landscapes throughout the globe, served to expand my horizons even further.

I came to Arizona 1990. I absolutely loved the weather, the desert beauty, the Sahuaros, the red rock of Camelback Mountain, and how clean the City of Scottsdale was. I graduated from the Walter Cronkite School of Journalism and Mass Communication at ASU. I have seen the City of Scottsdale progress by leaps and bounds since my arrival, and recognize significant potential moving forward.

I recently toured the Ritz-Carlton project and site of the forthcoming Fendi Residences and The Palmeria, both of which I found completely mind-blowing. To reach its potential as a destination location, Scottsdale must continue to add unparalleled excellence and variety to its already impressive collection of high-end shops, resorts, and fabulous restaurants. Arizona accommodates millions of visitors every year. It offers breathtaking scenery, ever-changing through all four seasons. Why not enhance this legacy with the embodiment of world-class luxury and culture? With Fendi, we can bring a little Rome to Scottsdale. I see Fendi as a valuable addition to the culture and economy of the City of Scottsdale.

I support this project because of the endless possibilities it brings for the fashion, culinary, and luxury resort businesses in the area. Jerry Ayoub, CEO of Five Star Development, had the vision, and Marco Costanzi brought it to life with brilliant design and architecture, for one incomparable project. I eagerly await its completion and the benefits it will bring.

Sincerely,

Monica B. Samuels, Founder
Quasar Quantum Healing, LLC
14809 N. 73rd St.
Scottsdale, AZ 85260

CC: Planner Brad Carr

Planning Director Randy Grant

City Manager Jim Thompson

George Pasquel

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

As a longtime resident of Scottsdale, rarely have we seen a project as exciting as the Ritz-Carlton and Palmeraie. The Fendi Residences are a vital component to this project, in our opinion. I love the level of sophistication these residences bring to the overall Palmeraie project and to Scottsdale.

I am encouraging our fine Mayor Lane and the Scottsdale City Council to give Fendi Residences their blessing. Therefore, I ask for their support for case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences in the United States to Scottsdale.

Fendi is an incredible brand and we would be proud to have it be a part of the Ritz-Carlton/Palmeraie mixture. It will be an impressive and appealing part of the Scottsdale landscape. I approve of the increased height of the Fendi Residences and am not concerned over the extra 10 feet requested by them.

I hope our City Council will support the inclusion of the Fendi Residences in the Ritz-Carlton/Palmeraie. I highly support the entire project and hope the Scottsdale City Council will, as well.

Sincerely,



Sandy Hecomovich
10152 E. Cavedale Dr.
Scottsdale, AZ 85262

CC: Planner Brad Carr
Planning Director Randy Grant
City Manager Jim Thompson
George Pasquel

Carr, Brad

Subject: Fendi Residences. Zoning Case #7=ZN-2016#2

From: Barry Lewis <blewis0517@gmail.com>

Sent: Friday, October 16, 2020 2:42 PM

To: City Council <CityCouncil@scottsdaleaz.gov>

Subject: Fendi Residences. Zoning Case #7=ZN-2016#2

October 16, 2020.

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251
VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter to voice my strong support for zoning case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences in the United States to Scottsdale.

I have lived in Scottsdale for over 33 years and watched that property forever to see if anything beneficial would be done. Now finally between Paradise Valley, AZ progress is being made. Scottsdale is known as a top tourism destination and is one of the best places to live in the country. Many of the now citizens are moving here from bigger cities and will welcome a project like this.

With this growth Scottsdale has an opportunity to develop a vacant lot of land into a luxury tourist and residential destination with an iconic global fashion brand.

Designed by the same architect that designed the Fendi headquarters in Rome, the Fendi Private Residences are 80 feet tall with a small portion of mechanical screening reaching a total height of 90 feet, set back far off Scottsdale Road. This is only 10 feet more than what was unanimously approved by the Scottsdale City Council in 2017. Not only will the residential building be an aesthetic attraction, it will be located adjacent to the first Ritz-Carlton built in North America in over a decade. Notably, many other height allowances in the 2017 approval are not being pursued.

Having lived here for over 33 years involved with positive development I hope our City Council will work diligently with the development team to ensure the creation of this notable project including the impressive Fendi residences.

Sincerely,

Barry Lewis

15509 N Scottsdale Road.
Apt 3050
Scottsdale, AZ 85254

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251
VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

My name is Candice Mathis and I am a Fashion and Lifestyle blogger local to Phoenix & Scottsdale. For reference, you can see my work [here](#).

I am submitting this letter to voice my strong support for case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences in the United States to Scottsdale.

Scottsdale is known as a top tourism destination and is one of the best places to live in the country. We are home to some of the most luxurious resorts and notable retail brands. Now, Scottsdale has an opportunity to develop a vacant lot of land into a luxury tourist and residential destination with an iconic global fashion brand.

Designed by the same architect that designed the Fendi headquarters in Rome, the Fendi Private Residences are 80 feet tall with a small portion of mechanical screening reaching a total height of 90 feet, set back far off Scottsdale Road. This is only 10 feet more than what was unanimously approved by the Scottsdale City Council in 2017. Not only will the residential building be an aesthetic attraction, it will be located adjacent to the first Ritz-Carlton built in North America in over a decade. Notably, many other height allowances in the 2017 approval are not being pursued.

I hope our City Council will work diligently with the development team to ensure the creation of this notable project including the impressive Fendi residences.

Sincerely,

Candice Mathis
3740 N 40th Pl
Phoenix, AZ 85018

CC: Planner Brad Carr
Planning Director Randy Grant
City Manager Jim Thompson
George Pasquel

Carr, Brad

From: Cynthia Sassi <cynthia.sassi@fabulousarizona.com>
Sent: Tuesday, October 13, 2020 6:19 PM
To: City Council; Thompson, Jim; Carr, Brad; Grant, Randy; george@witheymorris.com; Mary Turner
Subject: Support for Palmeraie and New Fendi Residences for Scottsdale
Attachments: Support for Case #7-ZN-2016#2 - Sassi.docx

⚠ External Email: Please use caution if opening links or attachments!

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter to voice my strong support for case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences in the United States to Scottsdale.

As the founder of FabulousArizona.com, I have a passion for our beautiful state and am so proud of Scottsdale, which is known as a top tourism destination and is one of the best places to live in the country. Here in Scottsdale we are home to some of the most luxurious resorts and notable retail brands.

I have lived near this vacant lot at Indian Bend and Scottsdale Rd for nearly 5 years and am so excited to see this turn into a luxury tourist and residential destination with an iconic global fashion brand.

Designed by the same architect that designed the Fendi headquarters in Rome, the Fendi Private Residences are 80 feet tall with a small portion of mechanical screening reaching a total height of 90 feet, set back far off Scottsdale Road. This is only 10 feet more than what was unanimously approved by the Scottsdale City Council in 2017. Not only will the residential building be an aesthetic attraction, it will be located adjacent to the first Ritz-Carlton built in North America in over a decade. Notably, many other height allowances in the 2017 approval are not being pursued.

I truly believe that approval of this height allowance will only add to the prestige and beauty of the City of Scottsdale.

I hope our City Council will work diligently with the development team to ensure the creation of this notable project including the impressive Fendi residences.

Sincerely,

Cynthia Sassi
7100 E Lincoln Dr. #2152
Scottsdale, AZ 85253

CC: Planner Brad Carr
Planning Director Randy Grant

City Manager Jim Thompson
George Pasquel



Cynthia Sassi

President, Founder

☞ (480) 297-9887

☞ cynthia.sassi@fabulousarizona.com

☞ fabulousarizona.com



Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter to voice my strong support for case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences in the United States to Scottsdale.

As the founder of FabulousArizona.com, I have a passion for our beautiful state and am so proud of Scottsdale, which is known as a top tourism destination and is one of the best places to live in the country. Here in Scottsdale we are home to some of the most luxurious resorts and notable retail brands.

I have lived near this vacant lot at Indian Bend and Scottsdale Rd for nearly 5 years and am so excited to see this turn into a luxury tourist and residential destination with an iconic global fashion brand.

Designed by the same architect that designed the Fendi headquarters in Rome, the Fendi Private Residences are 80 feet tall with a small portion of mechanical screening reaching a total height of 90 feet, set back far off Scottsdale Road. This is only 10 feet more than what was unanimously approved by the Scottsdale City Council in 2017. Not only will the residential building be an aesthetic attraction, it will be located adjacent to the first Ritz-Carlton built in North America in over a decade. Notably, many other height allowances in the 2017 approval are not being pursued.

I truly believe that approval of this height allowance will only add to the prestige and beauty of the City of Scottsdale.

I hope our City Council will work diligently with the development team to ensure the creation of this notable project including the impressive Fendi residences.

Sincerely,

Cynthia Sassi
7100 E Lincoln Dr. #2152
Scottsdale, AZ 85253

CC: Planner Brad Carr
Planning Director Randy Grant
City Manager Jim Thompson
George Pasquel

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter to voice my strong support for case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences in the United States to Scottsdale.

Scottsdale is known as a top tourism destination and is one of the best places to live in the country. We are home to some of the most luxurious resorts and notable retail brands. Now, Scottsdale has an opportunity to develop a vacant lot of land into a luxury tourist and residential destination with an iconic global fashion brand.

Designed by the same architect that designed the Fendi headquarters in Rome, the Fendi Private Residences are 80 feet tall with a small portion of mechanical screening reaching a total height of 90 feet, set back far off Scottsdale Road. This is only 10 feet more than what was unanimously approved by the Scottsdale City Council in 2017. Not only will the residential building be an aesthetic attraction, it will be located adjacent to the first Ritz-Carlton built in North America in over a decade. Notably, many other height allowances in the 2017 approval are not being pursued.

I hope our City Council will work diligently with the development team to ensure the creation of this notable project including the impressive Fendi residences.

Sincerely,
Andrea Yanno
2466 E. Roma Ave
Phoenix, AZ. 85016

CC: Planner Brad Carr
Planning Director Randy Grant
City Manager Jim Thompson
George Pasquel

October 11, 2020

To Whom It May Concern,

My name is Courtney Greger. I have lived in the valley since 2004. During this time I have been a designer/ house flipper for 11 years and a licensed real estate agent for 6 years. Prior to coming to Arizona, I had a 13 year career working in the cosmetics industry for Nordstrom. As an executive with Nordstrom I learned how having exclusive product and and points of difference would lead to a thriving business, a mission statement the company was built on. All these years later I have built my own business on that very same principle. Being a real estate agent/designer, I can offer my clients services that most agents cannot offer. This point of difference has allowed me to have a successful business.

As a real estate agent I am constantly looking for options that will impress and perform over my clients expectations. The more exclusive opportunities we have in the valley the more diverse our residents here will be. It is important to the development of our state that we maintain a multitude of residential options that will attract a variety of clients. I see The Palemeraie project as being such an opportunity. The exclusivity of the Fendi residences is both exciting and unique for our residents. The idea of having designer shopping for our visiting guests in Scottsdale will elevate what we can offer as a travel and tourism destination. This is the point of difference the city of Scottsdale can't afford to pass up.

I am submitting this letter to voice my strong support for case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences in the United States to Scottsdale.

Sincerely,

Courtney Greger

5343 W Chisum Trail

Phoenix AZ 85083

courtneygreger@gmail.com

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter to voice my strong support for case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences in the United States to Scottsdale.

Scottsdale is known as a top tourism destination and is one of the best places to live in the country. We are home to some of the most luxurious resorts and notable retail brands. I believe in order to stay on that path we need to continue to bring in luxury and world-wide brands to compete with the rest of the country and world if we want to continue to remain a top destination.

As someone who falls into the 30-35 age range category I do believe The Fendi Residences are very appealing for my age demographic as many of us are working professionals with disposable income.

From a public relations perspective; this will certainly draw much hype, buzz and excitement to Scottsdale and just further help with tourism making Scottsdale not only a place to live, work and play but also a top travel destination.

I hope our City Council will work diligently with the development team to ensure the creation of this notable project including the impressive Fendi residences.

Sincerely,

Alesha Nicole Corey

34375 N. 99th Way

Scottsdale, AZ 85262

CC: Planner Brad Carr
Planning Director Randy Grant
City Manager Jim Thompson
George Pasquel

Mayor Lane and Scottsdale City Council Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251
VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

I would like to voice my strong support for case #7-ZN-2016#2 and the emerging Ritz-Carlton plus associated Palmeraie projects to include the Fendi Residences.

I have had the privilege of calling Scottsdale home. This city is not only home to many like myself, it is home to many thriving businesses. Thriving businesses bring economic growth, jobs, excitement, tourism, and income to the city.

This addition of Ritz-Carlton and the Fendi Private Residences will bring not only, over 60 prestigious brands and specialty retail boutiques to the Scottsdale market, it would bring jobs and income to the city. Although, there is conflict in the Fendi residential addition, it is only a matter of 10 feet more than what was unanimously approved by the Scottsdale City Council in 2017. It should be noted that this modest change will only add to the economic growth and stability of the city of Scottsdale. Everyone stands to benefit from the prestige of the first Ritz-Carlton built in North America in over a decade as well as the first ground-up residential project by Fendi in North America.

It is my hope that our City Council will work diligently with the development team to support the creation of this notable project including the Fendi residences.

Sincerely,
Renée E. Karmi
7734 E Minnezona Ave.
Scottsdale, AZ 85215

CC: Planner Brad Carr Planning
Director Randy Grant City Manager
Jim Thompson
George Pasquel

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251
VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

My name is Cari Kussy, and I am a Scottsdale resident. I am submitting this letter to voice my strong support for case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects, which includes bringing the first Fendi Residences in the United States to Scottsdale. Our local and state economy thrives on luxury real estate and this will bring yet another level of sophistication to our town. The brand in itself has long held a luxury status, classic design elements, and forward thinking. What town can't benefit further from that?

Please accept this letter as support of this development.

Sincerely,
Cari Kussy
4833 E. Marilyn Road
Scottsdale, AZ 85254

Angie Bolognese
TopComp
7160 E Kierland Blvd, Apt 816
Scottsdale, AZ 85254

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter to voice my strong support for case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences in the United States to Scottsdale.

I'm the co-founder TopComp, a unique real estate and interior design firm that primarily caters to luxury clients. Having many out of state buyers from California and Illinois, I can't stress how often I hear clients say "as long as there's a Hermes, I can live here" or "please tell me you have a Dior!" These luxury brands that will be included in this development are essential to our growing economy and emerging job market.

As a resident of the Kierland Optima building, I am privileged in having access to some of the best amenities, and of course the shops and restaurants within walking distance. Having moved here from Manhattan most recently, the ability to move into a luxury building and to have shops right downstairs made the transition much easier.

This project will not only appeal to those that are transitioning to life in Scottsdale, but also those that currently live in Paradise Valley. To have luxury amenities just down the block can only help increase the value of the homes in the area.

Scottsdale has long been a vacation destination, but as many are now moving here, we must keep up with the demands and offer our residents much more in luxury residences and retail. To simply turn down such a unique project that was approved just 3 years ago, would be a huge mistake. The fact that Fendi has never built residences like this in North America is a great way to make Scottsdale stand out.

Designed by the same architect that designed the Fendi headquarters in Rome, the Fendi Private Residences are 80 feet tall with a small portion of mechanical screening reaching a total height of 90 feet, set back far off Scottsdale Road. This is only 10 feet more than what was unanimously approved by the Scottsdale City Council in 2017. Not only will the residential building be an

aesthetic attraction, it will be located adjacent to the first Ritz-Carlton built in North America in over a decade. Notably, many other height allowances in the 2017 approval are not being pursued.

I hope our City Council will work diligently with the development team to ensure the creation of this notable project including the impressive Fendi residences.

Sincerely,

Angie Bolognese
7160 E Kierland Blvd, Apt 816
Scottsdale, AZ 85254

CC: Planner Brad Carr
Planning Director Randy Grant

City Manager Jim Thompson
George Pasquel

Carr, Brad

From: McKenna Wesley <mckennawesley@gmail.com>
Sent: Tuesday, October 13, 2020 11:36 AM
To: City Council; Thompson, Jim; Carr, Brad; Grant, Randy; george@withey.com; Mary Turner
Subject: Case #7-ZN-2016#2 - Palmeraie

⚠ External Email: Please use caution if opening links or attachments!

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter to voice my strong support for case #7-ZN-2016#2 regarding the emerging Ritz-Carlton and associated Palmeraie projects which will include bringing the first Fendi Residences in the United States to Scottsdale.

A short back story on myself. I'm a third generation Phoenician who has watched Scottsdale grow not only in population, but true lifestyle sophistication. Scottsdale is no longer deemed a small Western town of dude ranches! It's thrilling to see Scottsdale take its rightful place in world class shopping, as well as offering an incredible luxury lifestyle for homeowners. I'm also The Bubbly Blonde, a social influencer (founder and owner) who concentrates on social media platforms showcasing luxury lifestyle, fashion, travel and beauty. My audience combined reaches over 1 million faithful followers from all over the United States. Knowing my clients interests regarding lifestyle, fashion and retail, this project will place Scottsdale on the same destination shopping level as Worth Avenue and Rodeo Drive. I also believe it will boost tax revenues greatly, which is a win/win for the Scottsdale and its residents.

Scottsdale is known as a top tourism destination and is one of the best places to live in the country. We are home to some of the most luxurious resorts and notable retail brands. Now, Scottsdale has an opportunity to develop a vacant lot of land into a luxury tourist and residential destination with an iconic global fashion brand.

Designed by the same architect that designed the Fendi headquarters in Rome, the Fendi Private Residences are 80 feet tall with a small portion of mechanical screening reaching a total height of 90 feet, set back far off Scottsdale Road. This is only 10 feet more than what was unanimously approved by the Scottsdale City Council in 2017. Not only will the residential building be an aesthetic attraction, it will be located adjacent to the first Ritz-Carlton built in North America in over a decade. Notably, many other height allowances in the 2017 approval are not being pursued.

I hope our City Council will work diligently with the development team to ensure the creation of this notable project including the impressive Fendi residences.

Sincerely,

McKenna Wesley

15620 N. 51st Street

Scottsdale, AZ 85254

CC: Planner Brad Carr
Planning Director Randy Grant
City Manager Jim Thompson
George Pasquel

McKenna Wesley
The Bubbly Blonde
www.TheBubblyBlonde.life

Instagram | TikTok | Facebook

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter to voice my strong support for case **#7-ZN-2016#2** for the emerging **Ritz-Carlton and associated Palmeraie** projects which includes bringing one of the most luxurious brands to the city and the first Designed **Fendi Residences** in the United States to Scottsdale.

Since my arrival to the valley 22 years ago, I saw the incredible potential of this wonderful place, and decided to stay and contribute to shape a world class city. I recognized that Scottsdale and its setting in the Sonoran Desert is the perfect place to work and help elevating its experience to international levels. This decision had allowed me to contribute with my work as an architect with, and I was proudly part of the design of **Gebert Contemporary** in **Old Town Scottsdale**, with the firm of **Architectural Alliance, Inc.** This project introduced me to the late interior designer **Janis Leonard**, and she brought me in on multiple occasions for the art installations displayed at **AZ/88. A community gem**, AZ/88 has become the place where I am exclusively allowed to celebrate my birthday with a large annual celebration focused on the world of design for my community.

At a personal level, I have worked with **SMoCA (Scottsdale Museum of Contemporary Art)** as part of the Advisory Board, continuously for more than 12 years. During my tenure, I have been part of multiple committees and gala events, where I am able to put all my talents to work.

Under the direction of then **Museum Director** and **Scottsdale Arts Vice-President Dr. Tim Rodgers, Ph.D.**, I created the well-known annual fundraiser event **SMoCA M!X. We transported Scottsdale to a wonderful evening** of design exuberance, in which design and experiences took over the museum space, welcoming arts supporters, as well as new audiences to the arts in Scottsdale. In 2014, the day after the **SMoCA M!X, AURA** gala and second day event saw more than 2,000 people and children lined up during the morning of Mother's Day to see the otherworldly art installations inside the museum **for free!**

It was at the 2016 **SMoCA M!X, Fashionably-AvantGarde** in which we imagined a world-class fashion and art event, showcasing top fashion designers from all over the world. It was noted for the longest catwalk gala inside a museum ever at the time, with international coverage that went all the way to the Philippines and Spain.

Last past December, the Mayor may recall that I chaired the annual **Scottsdale Arts** gala, **"Starry Night"** to celebrate the **20th anniversary of the SMoCA**. This was one of the first black-tie arts galas in the nation to have a **LIVE BROADCAST Red Carpet arrival** (before it was a COVID necessity) which was hosted by newscaster **Carey Peña** for hundreds of guests, that raised **\$300,000 dollars (+)** for **Scottsdale Arts**.

My goal has been always to create momentum around the world of design (including the intersection of Architecture and Fashion) resulting in promoting style in the community. This has been something that I am able to put in practice in my life, and is fueled by the combination of the international flavor with which I was raised, my European education, my personal travels, as well as my international luxury brand experiences which my family offered me growing up. I have had the opportunity to work with luxury brands in the past (including LVMH) as a fashion model, and as a set designer while in Europe and **before moving to Arizona**, so, I truly believe that **Scottsdale can play on that international luxury level** and be competitive with many other destinations around the planet.

My continuous goal is to help cultivate that top-tier of style here in Scottsdale, while putting our own unique stamp on that style. My objective is to help to elevate the Scottsdale experiences to be included as one of the best luxury tourist places around the world. We are making this town a destination, while making significant economic contributions to the valley.

As a community member, I also believe it is my duty to promote our culture whenever possible, to help engage more people in our economy, and to encourage appreciation for what Scottsdale has to offer.

Now, Scottsdale has an opportunity to develop a vacant lot of land into a luxury tourist and residential destination anchored with an iconic global fashion brand.

Designed by the same architect that designed the **Fendi headquarters in Rome**, the **Fendi Private Residences** are **80 feet tall** with a small portion of mechanical screening reaching a total height of **90 feet**, set back far off Scottsdale Road.

This is **only 10 feet** more than what was unanimously approved by the Scottsdale City Council in 2017. Not only will the residential building be an aesthetic attraction, it will be located adjacent to the **first Ritz-Carlton built in North America in over a decade**. Notably, many other height allowances in the 2017 approval are not being pursued.

As a citizen of this wonderful place, I am devoted on brining beauty and high style to this place in all forms. I believe that a 10 feet request to ensure proportion and balance to a luxury project should be a simple ask, so thank you to you and the **Scottsdale City Council**, and yourself, in advance for working diligently with the development team and safeguarding the world of design for generations to come and this notable project that includes the impressive **Fendi residences**.

Sincerely,

Oscar De las salas (*Electronic Signature*)

SMoCA (Scottsdale Museum of Contemporary Art) Board Member.

727 West Maryland Avenue, Unit 5

Phoenix, Arizona 85013

oscar@oscardelassalas.com

CC: Planner Brad Carr
Planning Director Randy Grant
City Manager Jim Thompson
George Pasquel

Ana Lewis

7575 E. Indian Bend Rd. #1130
Scottsdale, AZ 85250

October 8, 2020

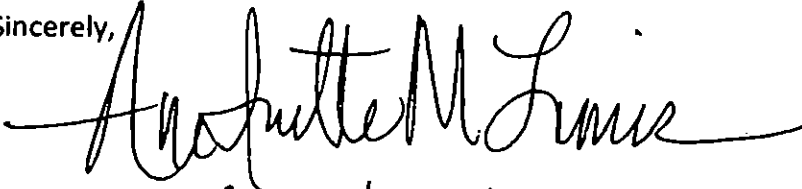
Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

As a nearby property owner, I am writing to ask for your support for the last phase of the Palmerale project located at Scottsdale Road and Indian Bend. The Palmerale will add to the vibrancy of our neighborhood with a wonderful mix of uses that are needed in this area of Scottsdale. Five Star Development has a history of successful luxury projects, and I know they will use their expertise to create a great place to live, work, and play.

I urge you to support this project!

Sincerely,



Ana Lewis

Tina Thomas
7575 E. Indian Bend Rd. #1036
Scottsdale, AZ 85250

October 8, 2020

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

As a nearby property owner, I am writing to ask for your support for the last phase of the Palmerale project located at Scottsdale Road and Indian Bend. The Palmerale will add to the vibrancy of our neighborhood with a wonderful mix of uses that are needed in this area of Scottsdale. Five Star Development has a history of successful luxury projects, and I know they will use their expertise to create a great place to live, work, and play.

I urge you to support this project!

Sincerely,

A handwritten signature in black ink, appearing to read "Tina Thomas". The signature is fluid and cursive, with the first name "Tina" being more prominent and the last name "Thomas" following in a similar style.

Gerald Dietrich
7575 E. Indian Bend Rd. #2037
Scottsdale, AZ 85250

October 8, 2020

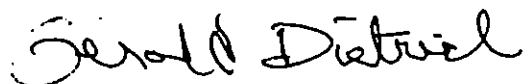
Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

As a nearby property owner, I am writing to ask for your support for the last phase of the Palmerale project located at Scottsdale Road and Indian Bend. The Palmerale will add to the vibrancy of our neighborhood with a wonderful mix of uses that are needed in this area of Scottsdale. Five Star Development has a history of successful luxury projects, and I know they will use their expertise to create a great place to live, work, and play.

I urge you to support this project!

Sincerely,

A handwritten signature in black ink that reads "Gerald Dietrich". The signature is written in a cursive, flowing style.

Thomas R. Bogart
7575 E. Indian Bend Road #1123
Scottsdale, AZ 85250

October 8, 2020

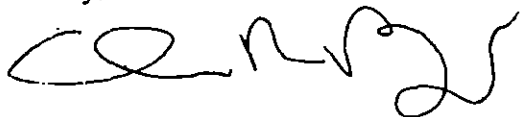
Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

As a nearby property owner, I am writing to ask for your support for the last phase of the Palmeraie project located at Scottsdale Road and Indian Bend. The Palmeraie will add to the vibrancy of our neighborhood with a wonderful mix of uses that are needed in this area of Scottsdale. Five Star Development has a history of successful luxury projects, and I know they will use their expertise to create a great place to live, work, and play.

I urge you to support this project!

Sincerely,

A handwritten signature in black ink, appearing to read 'T. Bogart', with a stylized flourish at the end.

Matthew Chanuncey
7575 E. Indian Bend Road #1123
Scottsdale, AZ 85250

October 8, 2020

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

As a nearby property owner, I am writing to ask for your support for the last phase of the Palmeraie project located at Scottsdale Road and Indian Bend. The Palmeraie will add to the vibrancy of our neighborhood with a wonderful mix of uses that are needed in this area of Scottsdale. Five Star Development has a history of successful luxury projects, and I know they will use their expertise to create a great place to live, work, and play.

I urge you to support this project!

Sincerely,

A handwritten signature in black ink that reads "Matthew Chanuncey". The signature is written in a cursive, flowing style with a long horizontal stroke at the end.

Donubia Estella Glennon
7575 E. Indian Bend road #1020
Scottsdale, AZ 85250

October 8, 2020

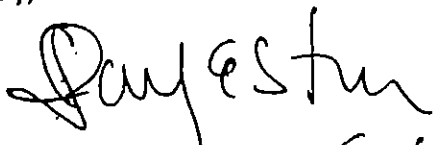
Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

As a nearby property owner, I am writing to ask for your support for the last phase of the Palmerale project located at Scottsdale Road and Indian Bend. The Palmerale will add to the vibrancy of our neighborhood with a wonderful mix of uses that are needed in this area of Scottsdale. Five Star Development has a history of successful luxury projects, and I know they will use their expertise to create a great place to live, work, and play.

I urge you to support this project!

Sincerely,


Donubia Estella Glennon.

Renee Pomisel
7575 E. Indian Bend Rd. #2004
Scottsdale, AZ 85250

October 8, 2020

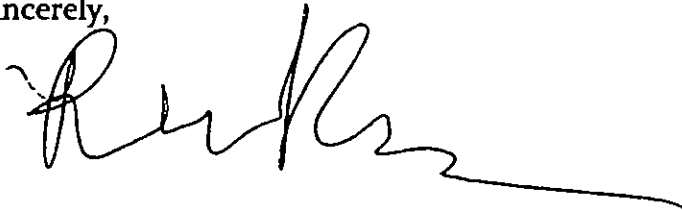
Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

Please support the proposed Palmeraie Phase II project located at Scottsdale Road and Indian Bend. I live nearby and believe that this mix of uses (Retail, Residential, and Office) is the important last piece of a great development. This high-end project will be a great asset to our neighborhood and the City as a whole.

Please vote to approve this request.

Sincerely,

A handwritten signature in black ink, appearing to read 'Renee Pomisel', followed by a long horizontal line extending to the right.

Alice Hendrick

7575 E. Indian Bend Rd. #1037
Scottsdale, AZ 85250

October 7, 2020

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

As a nearby property owner, I am writing to ask for your support for the last phase of the Palmeraie project located at Scottsdale Road and Indian Bend. The Palmeraie will add to the vibrancy of our neighborhood with a wonderful mix of uses that are needed in this area of Scottsdale. Five Star Development has a history of successful luxury projects, and I know they will use their expertise to create a great place to live, work, and play.

I urge you to support this project!

Sincerely,

A handwritten signature in black ink that reads "Alice Hendrick". The signature is written in a cursive, flowing style with a small mark above the "i" in Hendrick.

Phyllis MacFarland
7575 E. Indian Bend Rd. #1033
Scottsdale, AZ 85250

October 7, 2020

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

As a nearby property owner, I am writing to ask for your support for the last phase of the Palmeraie project located at Scottsdale Road and Indian Bend. The Palmeraie will add to the vibrancy of our neighborhood with a wonderful mix of uses that are needed in this area of Scottsdale. Five Star Development has a history of successful luxury projects, and I know they will use their expertise to create a great place to live, work, and play.

I urge you to support this project!

Sincerely,

A handwritten signature in cursive script that reads "Phyllis MacFarland". The signature is written in dark ink and is positioned below the typed name "Phyllis MacFarland".

Rebecca Fechik
7575 E. Indian Bend Road #1049
Scottsdale, AZ 85250

October 7, 2020

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

I am writing today to show my support for the proposed Palmeraie project located at Scottsdale Road and Indian Bend Road. I live in the area and believe the final phase of this mixed-use community will positively impact the area. The mixture of residential, retail, office and restaurant uses will be an appropriate addition to the community.

Please vote yes for this wonderful request.

Sincerely,

A handwritten signature in black ink, appearing to read "Rebecca Fechik". The signature is written in a cursive, flowing style with a large initial 'R'.

Sandra Paquet
7575 E. Indian Bend Road #1073
Scottsdale, AZ 85250

October 7, 2020

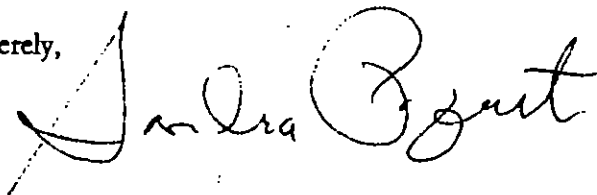
Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

As a nearby property owner, I am writing to ask for your support for the last phase of the Palmeraie project located at Scottsdale Road and Indian Bend. The Palmeraie will add to the vibrancy of our neighborhood with a wonderful mix of uses that are needed in this area of Scottsdale. Five Star Development has a history of successful luxury projects, and I know they will use their expertise to create a great place to live, work, and play.

I urge you to support this project!

Sincerely,

A handwritten signature in black ink, appearing to read "Sandra Paquet". The signature is fluid and cursive, with a large initial "S" and "P".

Katie Cross

7575 E. Indian Bend rd. #2142
Scottsdale, AZ 85250

October 6, 2020

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

I am writing today to show my support for the proposed Palmeraie project located at Scottsdale Road and Indian Bend Road. I live in the area and believe the final phase of this this mixed-use community will positively impact the area. The mixture of residential, retail, office and restaurant uses will be an appropriate addition to the community.

Please vote yes for this wonderful request.

Sincerely,

A handwritten signature in black ink, appearing to read 'Katie Cross', with a stylized, flowing script.

Christie Schade
7575 E. Indian Bend rd. #2140
Scottsdale, AZ 85250

October 6, 2020

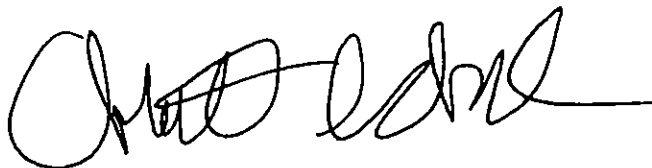
Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

I am writing today to show my support for the proposed Palmeraie project located at Scottsdale Road and Indian Bend Road. I live in the area and believe the final phase of this this mixed-use community will positively impact the area. The mixture of residential, retail, office and restaurant uses will be an appropriate addition to the community.

Please vote yes for this wonderful request.

Sincerely,

A handwritten signature in black ink, appearing to read 'Christie Schade', with a long horizontal line extending to the right.

Thomas Schade
7575 E. Indian Bend rd. #2140
Scottsdale, AZ 85250

October 6, 2020


Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

I am writing today to show my support for the proposed Palmeraie project located at Scottsdale Road and Indian Bend Road. I live in the area and believe the final phase of this this mixed-use community will positively impact the area. The mixture of residential, retail, office and restaurant uses will be an appropriate addition to the community.

Please vote yes for this wonderful request.

Sincerely,

Thomas Schade


Jaime Bitten
7575 E. Indian Bend rd. #2139
Scottsdale, AZ 85250

October 6, 2020

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

I am writing today to show my support for the proposed Palmeraie project located at Scottsdale Road and Indian Bend Road. I live in the area and believe the final phase of this this mixed-use community will positively impact the area. The mixture of residential, retail, office and restaurant uses will be an appropriate addition to the community.

Please vote yes for this wonderful request.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jaime Bitten', with a large loop at the end.

Frank Garcia
7575 E. Indian Bend rd. #2020
Scottsdale, AZ 85250

October 6, 2020


Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

Please support the proposed Palmeraie Phase II project located at Scottsdale Road and Indian Bend. I live nearby and believe that this mix of uses (Retail, Residential, and Office) is the important last piece of a great development. This high-end project will be a great asset to our neighborhood and the City as a whole.

Please vote to approve this request.

Sincerely,

A handwritten signature in black ink, appearing to be 'Frank Garcia', written in a cursive style.

Sharon Benites
7575 E. Indian Bend Rd. #2028
Scottsdale, AZ 85250

October 6, 2020

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

Please support the proposed Palmeraie Phase II project located at Scottsdale Road and Indian Bend. I live nearby and believe that this mix of uses (Retail, Residential, and Office) is the important last piece of a great development. This high-end project will be a great asset to our neighborhood and the City as a whole.

Please vote to approve this request.

Sincerely,

A handwritten signature in black ink, appearing to read "Sharon Benites". The signature is fluid and cursive, with the first name "Sharon" and last name "Benites" clearly distinguishable.

Rachel Harp
7575 E. Indian Bend Road #1052
Scottsdale, AZ 85250
October 6, 2020

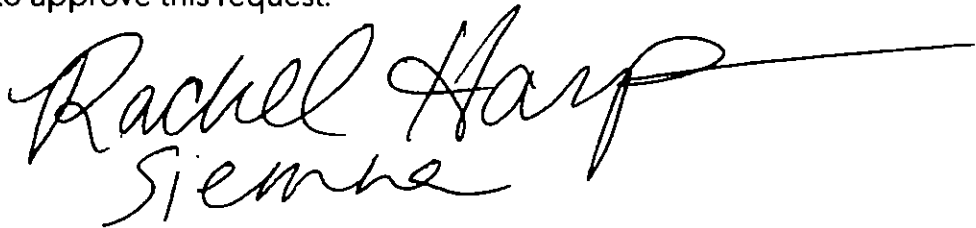
Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

Please support the proposed Palmeraie Phase II project located at Scottsdale Road and Indian Bend. I live nearby and believe that this mix of uses (Retail, Residential, and Office) is the important last piece of a great development. This high-end project will be a great asset to our neighborhood and the City as a whole.

Please vote to approve this request.

Sincerely,


Siemba

October 6, 2020

Mayor Lane and Scottsdale City Council
Scottsdale City Hall
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251
VIA EMAIL: citycouncil@ScottsdaleAz.gov

Dear Mayor Lane and Scottsdale City Council,

I am submitting this letter for case #7-ZN-2016#2 for the emerging Ritz-Carlton and associated Palmeraie projects which includes bringing the first Fendi Residences in the United States to Scottsdale.

As a long-time resident of Scottsdale and an active member of my community, I could not be more excited to witness new development burgeoning near Lincoln and Scottsdale roads.

I often hear from friends and family across the globe about their desire to visit often/reside in Scottsdale due to the weather, Valley offerings and luxury touches. The Fendi Residences would be a fitting evolution of Scottsdale's brand—offering an upscale yet approachable experience that my city is known for. The addition of the Fendi Residences and its international flair will only help Scottsdale and in turn, our state, benefit from tourism and local consumer interest for yet another first-class attraction.

I am excited to welcome Fendi to Scottsdale and looking forward to the excitement that will accompany the brand's presence in my city.

Best Regards,
Zenobia Mertel
Inspired Media 360
Scottsdale Resident

From: DevelopmentReviewBoard@scottsdaleaz.gov
Sent: Thursday, October 1, 2020 12:49 PM
To: Carr, Brad
Subject: Development Review Board Public Comment (response #120)

Development Review Board Public Comment (response #120)

Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Development Review Board Public Comment
URL:	https://www.scottsdaleaz.gov/boards/development-review-board/public-comment
Submission Time/Date:	10/1/2020 12:49:04 PM

Survey Response

COMMENT	
Comment:	<p>my name is Doug Cole, 6701 N Scottsdale rd. #36. Cuernavaca Homes. we are across from the traffic turn in to the new entry point for the offices/restaurants.retail and residences I am not aware of any traffic impact studies on Scottsdale road that will address how we will be able to egress and ingress into our community when traffic is backed up between Lincoln and Indian Bend. traffic at rush hour is already exceeding the ability to allow us safe and timely egress and ingress, which requires our crosssing oncoming traffic. it's dangerous and accidents waiting to happen. As importantly, adding even more infrastructure to Palmearie will exacerbate the problem as well. that said, the development has been given its own Planned Unit Development so that it basically legally ignores and existing Building Height/Density stipulations that have existed between Camelback and Kierland wherein buildings do not exceed 3-4 stories. This development breaks all of those standards and creates a massive development across from our homes, the quiet of the Train Park and the Scottsdale Plaza Resort. I understand that this is done and will be built. However, our neighbors, especially Sands North and us, are gravely concerned that even more density (more condos, 30 feet more in height are simply uncalled for from an esthetics, traffic and density issues. it's bad enough having a 150-foot tall "art" spire lurking over our heads, now a 90-foot building that does not exist except here between</p>

	<p>Camelback and Kierland. We are further concerned that this PUD will be approved for future development on both corners of Indian Bend and Scottsdale Road. This will potentially erode our property values, increase crime and make traffic management absolutely impossible. The City had a chance to address traffic issues 8 years ago and I don't believe it has done so. I wish we could meet the committee and the developer in person. The developer sent emissaries over a year ago and met with neighbors. These concerns were brought up at that time. This should be no surprise to anyone. now they want 10 more units, which by the way are supposedly needed because they lost 10 units in the resort due to an architectural oversight by the developer. So why not just make a bad situation worse and add height to the Scottsdale portion. Scottsdale was generous enough in the granting of a PUD for this development. Please don't make it worse by allowing this. Thank you.</p>
--	---

Comments are limited to 8,000 characters and may be cut and pasted from another source.

PLEASE PROVIDE YOUR NAME:

First & Last Name:	Douglas Cole
--------------------	--------------

AND ONE OR MORE OF THE FOLLOWING ITEMS:

Email:	<u>DOUGLASACOLE1@GMAIL.COM</u>
Phone:	(858) 248-2423
Address:	6701 N SCOTTSDALE RD #36

Example: 3939 N. Drinkwater Blvd, Scottsdale 85251

From: DevelopmentReviewBoard@scottsdaleaz.gov
Sent: Thursday, October 1, 2020 12:18 PM
To: Carr, Brad
Subject: Development Review Board Public Comment (response #119)

Development Review Board Public Comment (response #119)

Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Development Review Board Public Comment
URL:	https://www.scottsdaleaz.gov/boards/development-review-board/public-comment
Submission Time/Date:	10/1/2020 12:17:29 PM

Survey Response

COMMENT	
Comment:	<p>I understand the DRB will be considering a proposal this evening for a developer to build a 90 foot tall structure on the southwest side of the intersection of Scottsdale Road and Indian Bend. I live in the Sands North HOA subdivision directly opposite that tract of land, and from the rear of our home, we can presently see both Mummy Mountain and Camelback Mountain. Accordingly, I am vehemently opposed to a 90 foot structure or any structure that obstructs in any manner our view of G-d's magnificent creations. If I wanted to be near tall structures, I would have chosen to live in downtown Phoenix or midtown (Central Avenue) Phoenix, or in one of Scottsdale's hi-rise apartment buildings or hi-rise condos near Camelback -- or further north, across from and near the District. I urge the DRB to reject a tall structure that is inconsistent with single family homes and with our present ability to view natural beauty. Respectfully, Ken Mann</p>
Comments are limited to 8,000 characters and may be cut and pasted from another source.	
PLEASE PROVIDE YOUR NAME:	
First & Last Name:	Ken Mann
AND ONE OR MORE OF THE FOLLOWING ITEMS:	

Email:	ken@reasonablemann.com
Phone:	(480) 789-1025
Address:	6822 N. 72nd Place Scottsdale 85250
Example: 3939 N. Drinkwater Blvd, Scottsdale 85251	

Carr, Brad

From: Berry, Melissa
Sent: Thursday, October 1, 2020 7:43 AM
To: Carr, Brad
Subject: FW: 5Star /Palmeraie meeting today

From: Don Nielson <donlnielson@gmail.com>
Sent: Thursday, October 1, 2020 7:42 AM
To: Development Review Board <DevelopmentReviewBoard@Scottsdaleaz.gov>
Subject: 5Star /Palmeraie meeting today

 **External Email: Please use caution if opening links or attachments!**

As a 20+ year resident of Sands North Townhomes my wife and I are in complete agreement with Sandra Price , our homeowner president. It would be a shame to lose any view we have of the surrounding landscape to have to look at another highrise tower please do not let this happen. The original 60 ft was agreed to and that should stand.
Thank you,
Don Nielson

Carr, Brad

From: DevelopmentReviewBoard@scottsdaleaz.gov
Sent: Wednesday, September 30, 2020 10:13 PM
To: Carr, Brad
Subject: Development Review Board Public Comment (response #118)

Development Review Board Public Comment (response #118)

Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Development Review Board Public Comment
URL:	https://www.scottsdaleaz.gov/boards/development-review-board/public-comment
Submission Time/Date:	9/30/2020 10:12:31 PM

Survey Response

COMMENT	
Comment:	As a resident of Sands North for over 40 years, I strongly object to the proposed 90 foot height of the building west of Indian Bend and Scottsdale Road for the reasons ably enumerated by Sandra Price. Please consider her objections. Thank you. Richard Vernon
Comments are limited to 8,000 characters and may be cut and pasted from another source.	
PLEASE PROVIDE YOUR NAME:	
First & Last Name:	Richard Vernon
AND ONE OR MORE OF THE FOLLOWING ITEMS:	
Email:	genova58@cox.net
Phone:	
Address:	6821 N 72 Place Scottsdale 85250
Example: 3939 N. Drinkwater Blvd, Scottsdale 85251	

From: DevelopmentReviewBoard@scottsdaleaz.gov
Sent: Wednesday, September 30, 2020 10:08 PM
To: Carr, Brad
Subject: Development Review Board Public Comment (response #117)

Development Review Board Public Comment (response #117)

Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Development Review Board Public Comment
URL:	https://www.scottsdaleaz.gov/boards/development-review-board/public-comment
Submission Time/Date:	9/30/2020 10:07:06 PM

Survey Response

COMMENT	
Comment:	<p>Dear Honorable Board Members, My wife and I have been residents at Sands North for more than a decade. We have always loved the small neighborhood feel and energy, made even more joyous by the adjacent Train Park, a great place to spend the day with grandkids or just us for a walk or workout. The shadow of a 90 foot high monolith will forever change that marvelous, peaceful feel. No longer will it be a small cozy neighborhood, now it will be urban living. That's not what we wanted when we moved there; if we had wanted that we would have moved to Oldtown or to PHX. Increased traffic, increased noise, increased air pollution ... all will come along for the ride. So in the end what does the council want? Do you want to support developers who care not for any of the nearby residents? Who care not for the local environment? Let's be honest, who only care about making a buck. And residents be damned. Nothing less than the complete deconstruction of a historic community, if that's what happens they don't care. What do you value? Residents who live in Scottsdale for decades, or developers who come and go with the wind? Please do the right thing, say NO to tall buildings in this part of your city, of our city. They do not belong here. Respectfully submitted, Greg Raupp & Jude Smith 7251 E CACTUS WREN RD Sands North Scottsdale AZ</p>

Comments are limited to 8,000 characters and may be cut and pasted from another source.

PLEASE PROVIDE YOUR NAME:

First & Last Name:

Gregory Raupp & Jude Smith

AND ONE OR MORE OF THE FOLLOWING ITEMS:

Email:

raupp@asu.edu

Phone:

(480) 882-8559

Address:

7251 E. Cactus Wren Rd, Scottsdale AZ, 85250

Example: 3939 N. Drinkwater Blvd, Scottsdale 85251

Carr, Brad

From: DevelopmentReviewBoard@scottsdaleaz.gov
Sent: Wednesday, September 30, 2020 7:58 PM
To: Carr, Brad
Subject: Development Review Board Public Comment (response #116)

Development Review Board Public Comment (response #116)

Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Development Review Board Public Comment
URL:	https://www.scottsdaleaz.gov/boards/development-review-board/public-comment
Submission Time/Date:	9/30/2020 7:57:44 PM

Survey Response

COMMENT	
Comment:	As a Sands North resident of Scottsdale since 1974, I strongly urge you NOT to approve the request for a 30' building height variation for the Palmerarie project. Some see a 90' tower as progress. I see it as the continued degradation of Scottsdale's once charming image. It will create an urban, high rise "big city" look and feel which will set a future precedent for more density, increased traffic, greater noise and air pollution and blocked mountain vistas. The surrounding area is predominantly residential and a 90' tower will diminish our quality of life and enjoyment of the lovely mountains.
Comments are limited to 8,000 characters and may be cut and pasted from another source.	
PLEASE PROVIDE YOUR NAME:	
First & Last Name:	Caroline V. Bissell
AND ONE OR MORE OF THE FOLLOWING ITEMS:	
Email:	battybissie@gmail.com
Phone:	(480) 948-9098
Address:	7231 E Cactus Wren Rd Scottsdale, AZ 85250

From: DevelopmentReviewBoard@scottsdaleaz.gov
Sent: Wednesday, September 30, 2020 3:49 PM
To: Carr, Brad
Subject: Development Review Board Public Comment (response #115)

Development Review Board Public Comment (response #115)

Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Development Review Board Public Comment
URL:	https://www.scottsdaleaz.gov/boards/development-review-board/public-comment
Submission Time/Date:	9/30/2020 3:48:03 PM

Survey Response

COMMENT	
Comment:	<p>Please do not approve the 90 foot tower at the 5 Star/Ritz Carlton development. This tower is out of proportion to the neighborhoods adjacent to it. If it is approved, more are sure to come along Scottsdale Rd. The residential neighborhoods in this area are unique and represent the best of Scottsdale as a place to live and have families. When high rise towers and more urban development arrive, the special nature of this area are lost. I live in Sands North, a special community now recognized as a historic community meant to be preserved for an example of the lifestyle of this area. High rise towers destroy views, and the look and feel of this unique place . More traffic, congestion, noise and air pollution. This expansion of the approved plan will lead to more urbanization . Our special community and homes , as well as similar examples will be threatened. I urge you not to approve this additional 30 feet of elevation and begin the loss of these special neighborhoods.</p>
Comments are limited to 8,000 characters and may be cut and pasted from another source.	
PLEASE PROVIDE YOUR NAME:	
First & Last Name:	Richard Beamer
AND ONE OR MORE OF THE FOLLOWING ITEMS:	

Email:	rbeamer@comcast.net
Phone:	(206) 660-7424
Address:	7301 E Cactus Wren Rd, Scottsdale, AZ 85250
Example: 3939 N. Drinkwater Blvd, Scottsdale 85251	

From: DevelopmentReviewBoard@scottsdaleaz.gov
To: [Development Review Board](#)
Subject: Development Review Board Public Comment (response #113)
Date: Wednesday, September 30, 2020 10:28:40 AM

Development Review Board Public Comment (response #113)

Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Development Review Board Public Comment
URL:	https://www.scottsdaleaz.gov/boards/development-review-board/public-comment
Submission Time/Date:	9/30/2020 10:27:50 AM

Survey Response

COMMENT	
Comment:	I live in Sands North community, directly across from the proposed tower. Please do not approve the 90 foot tower proposed at the 5 Star/Ritz Carlton development. This 90 foot tower is in the immediate vicinity of private homes, not businesses. The proposed tower will be among the suburbs where families live and will bring an urban/business feel to a residential community. This is not what Scottsdale residents want for their community. This will take away the unique charm of the City.
Comments are limited to 8,000 characters and may be cut and pasted from another source.	
PLEASE PROVIDE YOUR NAME:	
First & Last Name:	Leila Tehrani
AND ONE OR MORE OF THE FOLLOWING ITEMS:	
Email:	leila.tehrani@gmail.com
Phone:	(480) 277-6915
Address:	6816 N 73rd Street
Example: 3939 N. Drinkwater Blvd, Scottsdale 85251	

From: DevelopmentReviewBoard@scottsdaleaz.gov
To: [Development Review Board](#)
Subject: Development Review Board Public Comment (response #112)
Date: Wednesday, September 30, 2020 10:17:31 AM

Development Review Board Public Comment (response #112)

Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Development Review Board Public Comment
URL:	https://www.scottsdaleaz.gov/boards/development-review-board/public-comment
Submission Time/Date:	9/30/2020 10:16:03 AM

Survey Response

COMMENT	
Comment:	<p>Please do not approve the 90 foot tower proposed at the 5 Star/Ritz Carlton development. If approved, this giant tower will lead to many other towers along Scottsdale Road. Living and driving among towers is quintessential urban/city living, the opposite of what makes Scottsdale a wonderful place to live and raise a family. I grew up here. I'm a 4 generation native of Arizona, with almost all my years spent in Scottsdale. I do not want to see our charming and unique Scottsdale go the way of downtown Phoenix. Phoenix once had charm and beauty. My grandparents owned a home in Palmcroft which is now surrounded by towers and urban traffic. This is how urbanization starts—with high rise towers. This 90 foot tower is a threshold and needs careful, open-eyed consideration. How do you want our city to look and feel for the residents who live here; for visitors who come for the unique charm of Scottsdale? The high rise towers are the beginning of the urbanization of Scottsdale, and this 90 foot tower is in the immediate vicinity of private homes, not businesses. The proposed tower will be among the suburbs where families live. This has a direct impact on the our quality</p>

of life. Increased height of a tower beyond the 60 feet blocks views and creates an urban corridor look and feel. It also means there will be more people, more traffic congestion, more air pollution, and more noise. If you allow this 90 foot tower, others will surely follow and you will be ushering in the urbanization and a "big city feel" to Scottsdale. These are particularly relevant considerations since my home and 50 others are at Sands North, directly across from the development. I am opposed to the increased height and urge the commissioners to not allow the additional 30 feet. All you need to do is go to downtown Phoenix and ask yourself if this is how you want Scottsdale to look. If you allow this tower, others are sure to follow. "

Comments are limited to 8,000 characters and may be cut and pasted from another source.

PLEASE PROVIDE YOUR NAME:

First & Last Name:	Diana Nashif
--------------------	--------------

AND ONE OR MORE OF THE FOLLOWING ITEMS:

Email:	donzidoug@gmail.com
--------	--

Phone:	(480) 274-7677
--------	----------------

Address:	6825 N 72nd Place
----------	-------------------

Example: 3939 N. Drinkwater Blvd, Scottsdale 85251

From: DevelopmentReviewBoard@scottsdaleaz.gov
To: [Development Review Board](#)
Subject: Development Review Board Public Comment (response #111)
Date: Wednesday, September 30, 2020 10:14:31 AM

Development Review Board Public Comment (response #111)

Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Development Review Board Public Comment
URL:	https://www.scottsdaleaz.gov/boards/development-review-board/public-comment
Submission Time/Date:	9/30/2020 10:13:36 AM

Survey Response

COMMENT	
Comment:	I am opposed to the increased height and urge the commissioners to not allow the additional 30 feet. All you need to do is go to downtown Phoenix and ask yourself if this is how you want Scottsdale to look. If you allow this tower, others are sure to follow.
Comments are limited to 8,000 characters and may be cut and pasted from another source.	
PLEASE PROVIDE YOUR NAME:	
First & Last Name:	Douglas Nashif
AND ONE OR MORE OF THE FOLLOWING ITEMS:	
Email:	donzidoug@gmail.com
Phone:	(480) 274-7677
Address:	6825 N 72nd Pl.
Example: 3939 N. Drinkwater Blvd, Scottsdale 85251	

Carr, Brad

From: DevelopmentReviewBoard@scottsdaleaz.gov
Sent: Wednesday, September 30, 2020 9:00 AM
To: Carr, Brad
Subject: Development Review Board Public Comment (response #110)

Development Review Board Public Comment (response #110)

Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Development Review Board Public Comment
URL:	https://www.scottsdaleaz.gov/boards/development-review-board/public-comment
Submission Time/Date:	9/30/2020 8:58:50 AM

Survey Response

COMMENT	
Comment:	The Sands North community was assured the building heights of the Palmeraie project would not exceed 60 feet. We trusted Scottsdale and the builder to keep their word. Please do so at the 1pm meeting on Thursday. Vini Nielson Sands North owner for over 20 years.
Comments are limited to 8,000 characters and may be cut and pasted from another source.	
PLEASE PROVIDE YOUR NAME:	
First & Last Name:	Vini Nielson
AND ONE OR MORE OF THE FOLLOWING ITEMS:	
Email:	Vinin1@live.com
Phone:	(480) 495-9210
Address:	7235 E Cactus Wren Rd, Scottsdale 85250
Example: 3939 N. Drinkwater Blvd, Scottsdale 85251	

Carr, Brad

From: Sandy Olsson <sandy7338@msn.com>
Sent: Monday, October 21, 2019 8:59 AM
To: Carr, Brad
Subject: Re: 7-ZN-2016#2 (Palmeraie Phase II)

⚠ External Email: Please use caution if opening links or attachments!

Thank you soooooo much for your clarification! I got it! Just didn't want to steer any one wrong by misinformation. Again, thanks for your help. 👍

On Oct 21, 2019, at 8:32 AM, Carr, Brad <bcarr@scottsdaleaz.gov> wrote:

Hello Sandy,

The request for the 90-foot building has not been heard or approved by City Council at this point. We are still awaiting the applicant's second submittal of the project. After we receive that, the next step would be a hearing with the Planning Commission, followed by the City Council.

Brad

From: Sandy Olsson <sandy7338@msn.com>
Sent: Friday, October 18, 2019 3:54 PM
To: Carr, Brad <bcarr@scottsdaleaz.gov>
Subject: Re: 7-ZN-2016#2 (Palmeraie Phase II)

Thank you for your call and email. I was driving at that moment and negotiating one of many Scottsdale road repairs and threading traffic cones for a safe drive through the morning maze.

My question is clarification of 90ft building. I see on plat map that building P is designated for 90 ft. The prior allowance was 60 ft. Has the 90ft request been approved already by city council, or is that why there is some future pending vote by council.

That is what I am confused. It 90ft a "done deal."

Thanks for your clarification.

Sandy Olsson

<image001.jpg>

On Oct 18, 2019, at 10:14 AM, Carr, Brad <bcarr@scottsdaleaz.gov> wrote:

Hello Sandy,

I attempted to reach you by phone as well, but rather than leave a voicemail I thought I might just reach out to you by email.

This project is not scheduled for a hearing as of yet. The applicant has not resubmitted there application and staff has not seen any new material regarding this proposal since late April. When (and if) this project is scheduled for a hearing, surrounding property owners within 750 feet of the site will be notified by mail of that hearing date. In addition, the site will be posted with a hearing notice.

Let me know if you have any additional questions I can assist with.

Regards,

Brad Carr, AICP LEED-AP

Principal Planner

City of Scottsdale | Current Planning Services
7447 E. Indian School Rd., Ste 105 | Scottsdale, AZ 85251
480.312.7713 phone | 480.312.7088 fax

From: Sandy Olsson <sandy7338@msn.com>

Sent: Thursday, October 17, 2019 2:10 PM

To: Acevedo, Alex <AAcevedo@scottsdaleaz.gov>

Subject: Re: 7-ZN-2016#2 (Palmeraie Phase II)

So sad ☹ I have not heard back from three phone messages I left last week. Just want to know if there is an upcoming vote on that property or is the 90ft building already in place :-{

On Oct 16, 2019, at 11:46 AM, Acevedo, Alex <AAcevedo@scottsdaleaz.gov> wrote:

Good morning Sandy,

Thank you for your compliments. We really try and provide the best customer service as possible. It sounds that some clarification is desperately needed to understand the petition against the 90 feet. We have reached out to the coordinator Brad Carr who has a better understanding of the project and the stipulations included regarding building height. I will personally reach out to Brad today to have him contact you as soon as possible.

We appreciate your feedback.

Respectfully,

Alex Acevedo

Planning Specialist

City of Scottsdale

Planning & Development Services

Phone: 480-312-2542

7447 E Indian School Rd. #105
Scottsdale, AZ 85251

From: Sandy Olsson <sandy7338@msn.com>
Sent: Wednesday, October 16, 2019 11:40 AM
To: Acevedo, Alex <AAcevedo@scottsdaleaz.gov>
Subject: Re: 7-ZN-2016#2 (Palmeraie Phase II)

⚠ External Email: Please use caution if opening links or attachments!

Thank you Alex for helping me last week look up the file on Palmeraie which is close to my neighborhood. I am writing a newsletter for my community and I just want to give an accurate head's up on the status of this zoning case.

I spoke to Caroline Bissell, former HOA president of Sands North, who had submitted a petition against the 90 ft building. I got her name from seeing the petition in the file.

I was confused after talking to her because she said the 90 ft building had been approved. She said they wanted a taller building and I did not read anything in file on that.

The status of case is active. Is there a vote pending by the city council on some request by developer?

A clarification of the status of the 90 ft building and any future pending vote would be appreciated.

Thank you, Alex
Sandy Olsson

On Oct 1, 2019, at 1:54 PM, Acevedo, Alex
<AAcevedo@scottsdaleaz.gov> wrote:

Good afternoon Ms. Olsson,

I have added you to our *Interested Parties* mailing list for all public hearing postcards related to 7-ZN-2016#2 (Palmeraie Phase II) as it moves forward in review.

I have also included the link to the Case Info fact sheet that will include some additional information about the case:

<https://eservices.scottsdaleaz.gov/bldgresources/Cases/Details/49649>

Also, I have included the contact information of our Stormwater Engineering Manager for any drainage concerns.

Richard Anderson
480-312-2729
rianderson@scottsdaleaz.gov

Respectfully,

Alex Acevedo
Planning Specialist
City of Scottsdale
Planning & Development Services
Phone: 480-312-2542
7447 E Indian School Rd. #105
Scottsdale, AZ 85251

Carr, Brad

From: Sandy Olsson <sandy7338@msn.com>
Sent: Friday, October 18, 2019 3:54 PM
To: Carr, Brad
Subject: Re: 7-ZN-2016#2 (Palmeraie Phase II)

⚠ External Email: Please use caution if opening links or attachments!

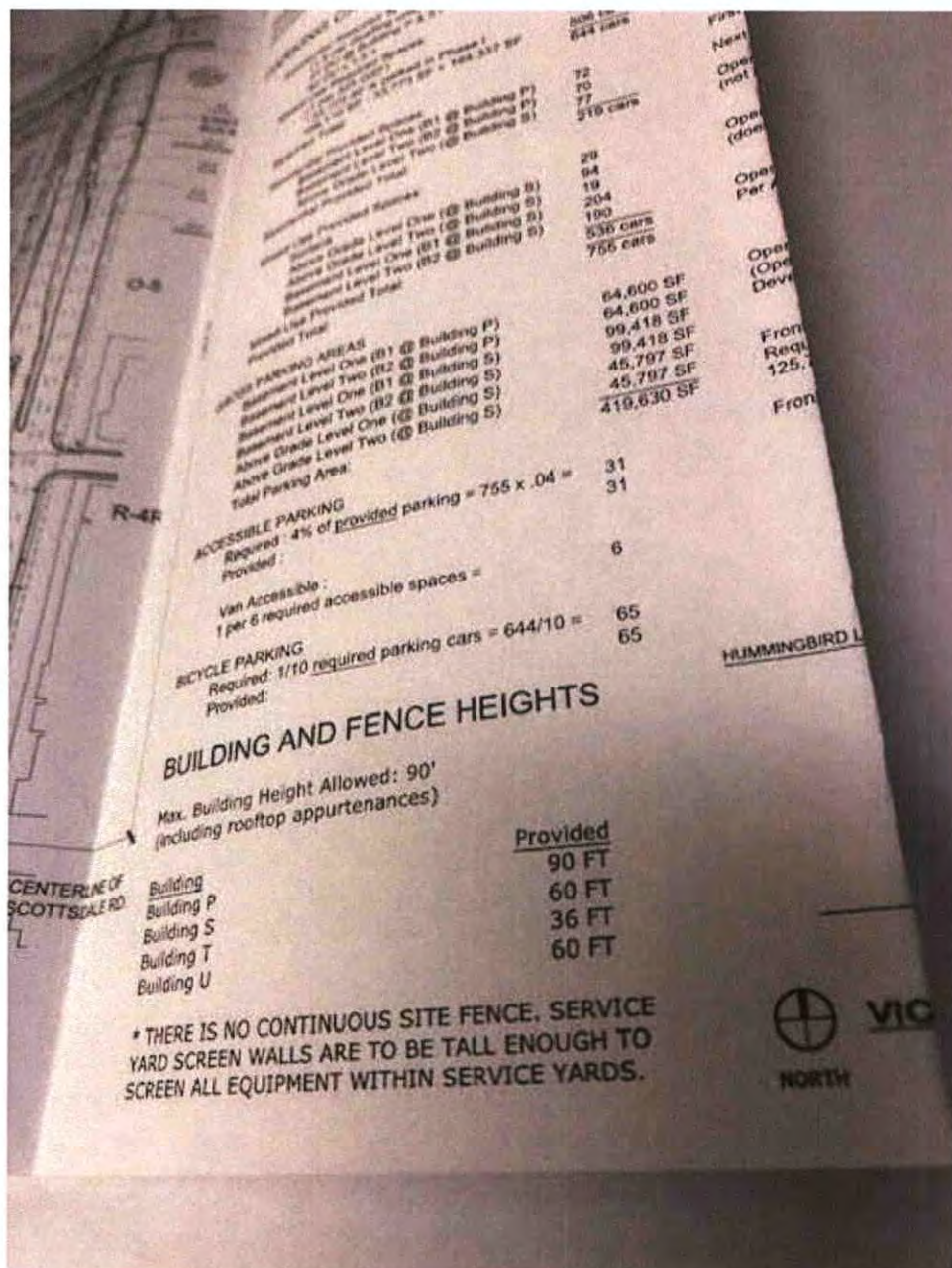
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That is what I am confused. It 90ft a "done deal."

Thanks for your clarification.

Sandy Olsson



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Hello Sandy,

I attempted to reach you by phone as well, but rather than leave a voicemail I thought I might just reach out to you by email.

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Let me know if you have any additional questions I can assist with.

Regards,

Brad Carr, AICP LEED-AP

Principal Planner

City of Scottsdale | Current Planning Services
7447 E. Indian School Rd., Ste 105 | Scottsdale, AZ 85251
480.312.7713 phone | 480.312.7088 fax

From: Sandy Olsson <sandy7338@msn.com>

Sent: Thursday, October 17, 2019 2:10 PM

To: Acevedo, Alex <AAcevedo@scottsdaleaz.gov>

Subject: Re: 7-ZN-2016#2 (Palmeraie Phase II)

So sad ☹ I have not heard back from three phone messages I left last week. Just want to know if there is an upcoming vote on that property or is the 90ft building already in place :-)

On Oct 16, 2019, at 11:46 AM, Acevedo, Alex <AAcevedo@scottsdaleaz.gov> wrote:

Good morning Sandy,

Thank you for your compliments. We really try and provide the best customer service as possible. It sounds that some clarification is desperately needed to understand the petition against the 90 feet. We have reached out to the coordinator Brad Carr who has a better understanding of the project and the stipulations included regarding building height. I will personally reach out to Brad today to have him contact you as soon as possible.

We appreciate your feedback.

Respectfully,

Alex Acevedo

Planning Specialist
City of Scottsdale
Planning & Development Services
Phone: 480-312-2542
7447 E Indian School Rd. #105
Scottsdale, AZ 85251

From: Sandy Olsson <sandy7338@msn.com>

Sent: Wednesday, October 16, 2019 11:40 AM

To: Acevedo, Alex <AAcevedo@scottsdaleaz.gov>

Subject: Re: 7-ZN-2016#2 (Palmeraie Phase II)

 **External Email: Please use caution if opening links or attachments!**

Thank you Alex for helping me last week look up the file on Palmeraie which is close to my neighborhood. I am writing a newsletter for my community and I just want to give an accurate head's up on the status of this zoning case.

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I was confused after talking to her because she said the 90 ft building had been approved. She said they wanted a taller building and I did not read anything in file on that.

The status of case is active. Is there a vote pending by the city council on some request by developer?

A clarification of the status of the 90 ft building and any future pending vote would be appreciated.

Thank you, Alex
Sandy Olsson

On Oct 1, 2019, at 1:54 PM, Acevedo, Alex <AAcevedo@scottsdaleaz.gov> wrote:

Good afternoon Ms. Olsson,

I have added you to our *Interested Parties* mailing list for all public hearing postcards related to 7-ZN-2016#2 (Palmeraie Phase II) as it moves forward in review.

I have also included the link to the Case Info fact sheet that will include some additional information about the case:
<https://eservices.scottsdaleaz.gov/bldgresources/Cases/Details/49649>

Also, I have included the contact information of our Stormwater Engineering Manager for any drainage concerns.

Richard Anderson
480-312-2729
rianderson@scottsdaleaz.gov

Respectfully,

Alex Acevedo
Planning Specialist
City of Scottsdale
Planning & Development Services
Phone: 480-312-2542
7447 E Indian School Rd. #105
Scottsdale, AZ 85251

Carr, Brad

From: Acevedo, Alex
Sent: Thursday, October 17, 2019 4:03 PM
To: Carr, Brad
Subject: FW: 7-ZN-2016#2 (Palmeraie Phase II)

FYI

From: Sandy Olsson <sandy7338@msn.com>
Sent: Thursday, October 17, 2019 2:10 PM
To: Acevedo, Alex <AAcevedo@scottsdaleaz.gov>
Subject: Re: 7-ZN-2016#2 (Palmeraie Phase II)

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We appreciate your feedback.

Respectfully,

Alex Acevedo

Planning Specialist
City of Scottsdale
Planning & Development Services
Phone: 480-312-2542
7447 E Indian School Rd. #105
Scottsdale, AZ 85251

From: Sandy Olsson <sandy7338@msn.com>
Sent: Wednesday, October 16, 2019 11:40 AM
To: Acevedo, Alex <AAcevedo@scottsdaleaz.gov>
Subject: Re: 7-ZN-2016#2 (Palmeraie Phase II)

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Richard Anderson
480-312-2729
rianderson@scottsdaleaz.gov

Respectfully,

Alex Acevedo
Planning Specialist
City of Scottsdale
Planning & Development Services
Phone: 480-312-2542
7447 E Indian School Rd. #105
Scottsdale, AZ 85251

Carr, Brad

From: Acevedo, Alex
Sent: Wednesday, October 16, 2019 11:46 AM
To: sandy7338@msn.com
Cc: Berry, Melissa; Ruenger, Jeffrey; Carr, Brad
Subject: FW: 7-ZN-2016#2 (Palmeraie Phase II)

Good morning Sandy,

Thank you for your compliments. We really try and provide the best customer service as possible. It sounds that some clarification is desperately needed to understand the petition against the 90 feet. We have reached out to the coordinator Brad Carr who has a better understanding of the project and the stipulations included regarding building height. I will personally reach out to Brad today to have him contact you as soon as possible.

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Respectfully,

Alex Acevedo

Planning Specialist
City of Scottsdale
Planning & Development Services
Phone: 480-312-2542
7447 E Indian School Rd. #105
Scottsdale, AZ 85251

From: Sandy Olsson <sandy7338@msn.com>
Sent: Wednesday, October 16, 2019 11:40 AM
To: Acevedo, Alex <AAcevedo@scottsdaleaz.gov>
Subject: Re: 7-ZN-2016#2 (Palmeraie Phase II)

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Sandy Olsson

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Richard Anderson
480-312-2729
rianderson@scottsdaleaz.gov

Respectfully,

Alex Acevedo

Planning Specialist
City of Scottsdale
Planning & Development Services
Phone: 480-312-2542
7447 E Indian School Rd. #105
Scottsdale, AZ 85251

Carr, Brad

From: Kuester, Kelli
Sent: Tuesday, August 27, 2019 8:13 AM
To: Sandy Olsson
Cc: Whitehead, Solange; Carr, Brad
Subject: RE: RE:Ritz Carlton commercial corner at Indian Bend and Scottsdale Rds

Hello Ms. Olsson,

Thank you for your email. Principal Planner Brad Carr, who is copied on this email, can send you web links that has case information regarding this project.

I hope this information is helpful, please let me know if you have any questions.

Kelli Kuester
Management Assistant to the Mayor
3939 N. Drinkwater Blvd., Scottsdale, AZ 85251 kkuester@scottsdaleaz.gov
(480) 312-7977

-----Original Message-----

From: Sandy Olsson <sandy7338@msn.com>
Sent: Monday, August 26, 2019 2:23 PM
To: Kuester, Kelli <KKuester@Scottsdaleaz.gov>
Cc: Whitehead, Solange <SWhitehead@Scottsdaleaz.gov>
Subject: RE:Ritz Carlton commercial corner at Indian Bend and Scottsdale Rds

 External Email: Please use caution if opening links or attachments!

As a nearby neighbor, I am interested in following the Ritz Carlton commercial corner on the south west corner of Indian Bend and Scottsdale Rd.

In all the years of negotiation with the Town of Paradise Valley over the sprawling Ritz Carlton mid century modern project, the town hoped the developer would not go across the town boundary to Scottsdale and ask for a zoning adjustment that might impact their project. That was exactly what the developer did and asked Scottsdale to increase the height of one of the proposed buildings from 60 ft to 90ft with some discussion about a spiral that would reach 150 ft in the air.

This would be the first departure of height allowance in this area. And the possible continuance of these stark urban corridors that are being built up to the sidewalks in Scottsdale with no set backs.

Just north of Indian Bend on the Scottsdale east side are taller buildings set far off the street scape. They do not hem in the streets and line up one after another. I am not against height in the right areas with enough set backs and space around the buildings with adequate parking.

The Marquee might have been a better addition in Papago Plaza with large set backs from the McDowell and Scottsdale Rd intersection. But no, these mammoth projects are jammed in on tight parcels in the center of Old Scottsdale. It is a sad hodge podge of architecture, density and no set backs. It might have been a real stunner some place else.

If possible, I would like to know where i can find the case number of this Ritz Carlton corner and follow the process before the city council.

i am more than an interested citizen of 51 years, but a former member of the Planning Commission. There had been no coverage for years by the Az Republic of zoning cases until the rebirth of The Scottsdale Progress last year. It's a little late to undo some clear missteps in the vision for Scottsdale, but time enough to reverse a poor trend of these urban corridors.

Thank you for any help you can provide to identify this case and follow its progress.

Sincerely,
Sandy Olsson

From: [Patti McCaleb](#)
To: [Development Review Board](#)
Subject: RE: Five Star
Date: Thursday, July 4, 2019 2:26:29 PM

EXTERNAL Email with links or attachments. Please use caution!

Dear Sirs:

We wish to reach out to you as a resident of Paradise Valley and property owner in both PV and Scottsdale, regarding the Five Star/Ritz Carlton proposals of a 150 foot architectural spire and to increase the height on one or more buildings from 60 feet to 90 feet.

We are vehemently opposed to both of these proposals. For over 23 years we have enjoyed our open spaces and view vistas of the McDowell Mountains. With the Ritz Carlton coming on board after all these years, we are going to miss our views from Lincoln Road. Kindly do not let Five Star make the situation worse by putting up buildings that are entirely too tall for the area or by installation of a 150 foot spire. Neither of these proposals were in the initial zoning and building designs given to the TPV and were not brought out during the many meetings between Five Star and the town. To circumvent this by approaching the city of Scottsdale seems to be a rather underhanded and suspect method of doing business with both the TPV and the City of Scottsdale.

Five Star Development has shown itself in the past to approach business dealings in a less than honest or ethical manner and we have unfortunately fallen victim to their approach in the past.

Once the views are eradicated, residents of both cities will never be able to recover them again. Please vote to preserve the very quality that encourage residents and snow birds to enjoy our Sonoran desert.

Thank you.

Patti & David McCaleb

Carr, Brad

From: Acevedo, Alex
Sent: Monday, July 1, 2019 9:39 AM
Cc: Carr, Brad
Subject: FW: Oppose Five Star Application for 90 foot Building(s) and 150 foot spire
Attachments: Pace What you need to know in Paradise Valley -- the good and the bad Paradise Valley Independent.pdf

FYI

From: Julie Pace <Julie@scottsdaleailyphoto.com>
Sent: Friday, June 28, 2019 5:14 AM
To: Development Review Board <DevelopmentReviewBoard@Scottsdaleaz.gov>
Cc: Mayor Jerry Bien-Willner <jbienwillner@paradisevalleyaz.gov>; Jill Keimach <jkeimach@paradisevalleyaz.gov>; Jeremy Knapp <jknapp@paradisevalleyaz.gov>
Subject: Oppose Five Star Application for 90 foot Building(s) and 150 foot spire

⚠ EXTERNAL Email with links or attachments. Please use caution!

Chair Milhaven, Vice-Chair Caputi and Members of the Board,

Thank you in advance for the time and attention you provide in serving as volunteers in Scottsdale. Attached is an article I wrote that was published in the Paradise Valley Independent Newspaper and contains my comments regarding the Five Star project. I submit this article to be part of the record and consideration by Scottsdale Development Review Board members regarding the proposal by Five Star to raise the height from 60 feet to 90 feet on any buildings on the project and proposing any tall architectural spire.

I and many others strongly oppose this request by the developer to increase height, density and intensity on this development site, which is located at Lincoln and Scottsdale road on shared ground including Scottsdale and Paradise Valley.

Paradise Valley residents have been shocked by this proposal by Five Star. I am looking forward to a quality development of the Ritz-Carlton and Palmeraie at this location, but a 90 foot building and 150 foot architectural spire goes way too far. There should be no increase in height allowed and no spire of any kind allowed. 60 feet is tall enough for that location. The developer would not be able to build that tall of a building on the Paradise Valley side.

Think about the potential of what could be at the top of the spire: shining lines, neon lights, "shop here" signs. Palmeraie and the Ritz will shine and be recognized with strategic marketing and elegance, not a flashing tall spire like a Park N Swap.

We appreciate the relationship that Scottsdale and Paradise Valley have enjoyed over the years in planning and joining together on projects that support the quality of life in our adjoining communities. We appreciate Scottsdale recognizing and supporting that Paradise Valley is a low density community with one house per acre, open space, iconic mountains, and strong commitment to quality of life. A 90 foot building and 150 foot architectural spire does not meet those goals in any way and is disruptive to sight lines and adversely impacts both Scottsdale and Paradise Valley residents.

I ask that you reject this application and support quality of life and lower density projects at this location as it is already very, very dense, and there will be traffic congestion issues as the traffic count is expected to go from 13,000 to 21,000 at this location within five years. And, there are concerns about safety and increased policing needs based on the currently proposed density at this site. There is no compelling reason to deviate from Scottsdale guidelines to allow a 90

foot building or 150 foot architectural spire. The Ritz and Palmeraie should be enough of a draw and they should stand alone on high quality and uniqueness at this location that the project does not need verticality to get the attention of consumers and residents of both of our communities.

Thank you for your consideration and understanding that our Paradise Valley residents feel against this proposal of a 90 ft building and 150 ft spire. Please reject it and lets work together in our respective roles to ensure quality of life and sustaining projects in our communities, especially along the PV border where we have worked so hard to ensure open space, mountain views, low density, quality environment for residents and guests of resorts, and maintain a unique community that benefits Scottsdale and helps Scottsdale with sales tax revenue and shoppers since Paradise Valley does not have any commercial businesses and no property tax so residents and visitors shop in Scottsdale. Help us preserve the Paradise in Paradise Valley!

Julie Pace
Paradise Valley Town Council Member
602.322.4046

Carr, Brad

From: Kuester, Kelli
Sent: Thursday, June 20, 2019 11:02 AM
To: Carr, Brad
Subject: FW: Scottsdale & Lincoln

Hi Brad-

Hope all is well!

Any info on this one? I can let him know it was received and will be added to the case file and copy you if you like?

Thanks!

Kelli

From: Paul Dembow <Paul.Dembow@brandesp.com>
Sent: Thursday, June 20, 2019 10:12 AM
To: Lane, Jim <JLane@ScottsdaleAZ.Gov>
Subject: Scottsdale & Lincoln

⚠ EXTERNAL Email with links or attachments. Please use caution!

Dear Jim,

I hope this email finds you well.

Our Council just passed a resolution to work with Scottsdale on the FAA Flight paths (we both have the same goal).

We passed a resolution on the height of the "Palmeraie" development. We are asking you to limit the height of the building to 60 feet. They are asking for 90 feet vs. the 60 feet that is normal. If the 90 feet is approved or the 150 foot tall spire, it will be devastating to our community.

I'm asking for your help on this matter. Please call me if you have any questions. My phone is 480-998-4990.

Regards,

Paul E. Dembow

President

Brand Enhancement, Strategy & Protection, LLC.



<http://www.brandesp.com>

8558 N. Canta Bello
Paradise Valley, AZ 85253-8112
Desk (480) 998-4990
iPhone (480) 650-9940
Paul.Dembow@BrandESP.com

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Merci. *****

Carr, Brad

From: Carr, Brad
Sent: Friday, June 5, 2020 1:57 PM
To: Caroline Bissell
Subject: RE: Update on the Palmeraie project

Hello Caroline,

The proposal has not changed drastically from the 1st submittal to this 2nd submittal. Staff still has several outstanding issues with the proposal, as outlined in the letter I sent you. The proposal has always included a driveway entrance on Scottsdale Road located in-between both traffic signals. That driveway entrance will only have right-turn-in and right-turn-out function, not full access. So, only vehicles travelling southbound on Scottsdale Road will be able to use that entrance.

Brad

From: Caroline Bissell <battybissie@gmail.com>
Sent: Wednesday, June 3, 2020 4:16 PM
To: Carr, Brad <bcarr@scottsdaleaz.gov>
Subject: Re: Update on the Palmeraie project

hi brad,
i am not versed in reading these. could you please list any changes that they have requested? also i was under the impression that there was not to be any entrance off scottsdale rd except into the road at the traffic light south of sands north. has that changed?
thank you
caroline bissell

On Wed, Jun 3, 2020 at 1:48 PM Carr, Brad <bcarr@scottsdaleaz.gov> wrote:

Good Morning Caroline,

City of Scottsdale staff has concluded their second review of the Palmeraie project. That review identified some outstanding issues that still need attention. So, I have sent the applicant team a 2nd Review Comment Letter (attached for your reference) with those items to address. Please feel free to contact me with any questions you may have.

Regards,

Brad Carr, AICP LEED-AP

Planning & Development Area Manager / DRB Liaison

City of Scottsdale | Current Planning Services

7447 E. Indian School Rd., Ste 105 | Scottsdale, AZ 85251

480.312.7713 phone | 480.312.7088 fax

Carr, Brad

From: Caroline Bissell <battybissie@gmail.com>
Sent: Friday, May 3, 2019 11:01 AM
To: Carr, Brad
Subject: petition

good morning brad,

on wed. i left you our sands north original petition against raising the palmerarie phase II building height from 60' to 90'. as you stated you would present it when appropriate. i am leaving for 5 months and unable to present it myself. should i have additional copies made for the rest of the planning committee members.? please advise.

i left a copy for solange whitehead who said she would deliver copies to the other city council members.

what else do i need to do to address this before leaving?.

sincerely,

caroline bissell

602-999-7718 text

sands north

scottsdale

5-1-19

Al. B. Rad.

Enclosed is the petition
regarding prohibiting the
building height & the
measured from 68' to 90'

Please present it wherever +

wherever would be appropriate.

I am unable to present it in

person but counting on you

to chase it.

Thank you for your help.

Catherine E. Small
7231 E. Cactus Road
Scottsdale, AZ 85252
602 999 7718

**PETITION TO THE SCOTTSDALE PLANNING COMMISSION AND CITY COUNCIL
CASE NAME: PALMERARIE PHASE II CASE # 7-ZN-2016#2.**

The undersigned residents of scottsdale call upon our elected representatives
to deny the zoning amendment to raise the building height restriction to 90 feet
on the 20 acre site located at 6990 n. scottsdale rd.

Printed Name	Signature	Address	Comment	Date
CAROLINE BISSELL	<i>Caroline Bissell</i>	7231 E Cactus Wren Scotts	excessive for area	4/28/19
JEANNE WILLIAMS	<i>Jeanne Williams</i>	6810 N. 72 nd Pl.	Too High	4/28/19
GREGORY B. RAUPP	<i>Gregory B Raupp</i>	7251 E Cactus Wren Rd	60 ft is plenty high already	4/28/19
Richard Beamer	<i>Richard Beamer</i>	7301 E Cactus Wren Rd	60 ft approved ^{no need} to increase	4/28/19
PATRICIA Beamer	<i>Patricia Beamer</i>	7301 E. Cactus Wren Rd	Height too high	4/28/19
Margaret Wheeler	<i>Margaret Wheeler</i>	6811 N. 73 rd St. Scottsdale		4/28/19
EFFIE G HANNAH	<i>Effie G Hannah</i>	6820 N. 73 rd St Scottsdale	exteriorly high	4/28/19
SHIRLEY HILL	<i>Shirley Hill</i>	6827 N. 73 rd St Scottsdale	too tall	4/28/19
NATALIE KATZ	<i>Natalie Katz</i>	6828 N. 73 rd ST	" " (4/28/19)	4/28/19
BRIAN LISSA	<i>Brian Lissa</i>	6835 N 73 ST	" "	"
Cynthia E Gibson	<i>Cynthia E Gibson</i>	6835 N 73 rd	" " " "	4/29/19
CHRISTINE Soderquist	<i>Christine Soderquist</i>	7302 E Joshua Tree Scotts	too much height for area	4/28/19
Virginia C. Strachan	<i>Virginia C Strachan</i>	7230 E. Joshua Tree Lane	TOO TALL	4/28/19
Harry M Strachan	<i>Harry M Strachan</i>	7230 E Joshua tree Lane	—	4/28/19
Rick Butler	<i>Rick Butler</i>	6846 N. 72 nd Pl. W	—	4/28/19

The undersigned residents of Scottsdale call upon our elected representatives to deny the zoning amendment to raise the building height restriction to 90 feet on the 20 acre site located at 6990 N. Scottsdale Rd.

[illegible]

From: cogsaz@gmail.com
To: [Carr, Brad](#)
Subject: Palmeraie Phase II question
Date: Monday, April 15, 2019 4:04:55 PM

City of Scottsdale



7 ZN 2016 # 2 Question: The applicant's (1) introduction states "no amended development standards" for Phase II. (2) Page 18 states "includes PRC permitted height, density, open space, setbacks and stepbacks" (3) on the Project Date insertion on the site map is shows "90ft with amended development standards". QUESTION: With the PRC is the 90 feet standard without bonus(es) and without amended development standards for this project? QUESTION: Any dates for Planning Comm. and city council? Thxs -- sent by Sonnie Kirtley, COGS chair (case# 7-ZN-2016#2)

City of Scottsdale



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Richard Beamer

7301 E Cactus Wren Rd. • Scottsdale, AZ 85250

January 11, 2019

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

Please support the proposed Palmeraie Phase II project located at Scottsdale Road and Indian Bend. I live nearby and believe that this mix of uses (Retail, Residential, and Office) is the important last piece of a great development. This high-end project will be a great asset to our neighborhood and the City as a whole.

Please vote to approve this request.

Sincerely,

A handwritten signature in black ink that reads "Richard Beamer". The signature is written in a cursive style with a large, stylized "R" and "B".

Catherine Dunik

6701 N Scottsdale Rd #30. • Scottsdale, AZ 85250

January 11, 2019

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

I am writing today to show my support for the proposed Palmeraie project located at Scottsdale Road and Indian Bend Road. I live in the area and believe the final phase of this this mixed-use community will positively impact the area. The mixture of residential, retail, office and restaurant uses will be an appropriate addition to the community.

Please vote yes for this wonderful request.

Sincerely,

A handwritten signature in cursive script that reads "Catherine Dunik". The ink is dark and the signature is fluid, with the first and last names being clearly legible.

Curtis Barker

6701 N Scottsdale Rd #16
Scottsdale, AZ 85250

January 11, 2019

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

As a nearby property owner, I am writing to ask for your support for the last phase of the Palmeraie project located at Scottsdale Road and Indian Bend. The Palmeraie will add to the vibrancy of our neighborhood with a wonderful mix of uses that are needed in this area of Scottsdale. Five Star Development has a history of successful luxury projects, and I know they will use their expertise to create a great place to live, work, and play.

I urge you to support this project!

A handwritten signature in black ink, appearing to read 'C. Barker', written in a cursive style.

Sincerely,

Virginia Keilty

6831 N 73rd St

Scottsdale, AZ 85250

January 11, 2019

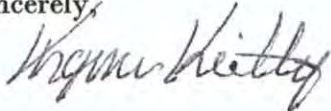
Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

Please support the proposed Palmeraie Phase II project located at Scottsdale Road and Indian Bend. I live nearby and believe that this mix of uses (Retail, Residential, and Office) is the important last piece of a great development. This high-end project will be a great asset to our neighborhood and the City as a whole.

Please vote to approve this request.

Sincerely,

A handwritten signature in cursive script, appearing to read "Virginia Keilty", written in dark ink.

Diana Nashif

6825 N 72nd Place
Scottsdale, AZ 85250

January 10, 2019

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

As a nearby property owner, I am writing to ask for your support for the last phase of the Palmeraie project located at Scottsdale Road and Indian Bend. The Palmeraie will add to the vibrancy of our neighborhood with a wonderful mix of uses that are needed in this area of Scottsdale. Five Star Development has a history of successful luxury projects, and I know they will use their expertise to create a great place to live, work, and play.

I urge you to support this project!

Sincerely,

A handwritten signature in black ink that reads "Diana Nashif". The signature is written in a cursive, flowing style.

Don Nielson

7235 E Cactus Wren Road • Scottsdale, AZ 85250

January 9, 2019

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members,

Please support the proposed Palmeraie Phase II project located at Scottsdale Road and Indian Bend. I live nearby and believe that this mix of uses (Retail, Residential, and Office) is the important last piece of a great development. This high-end project will be a great asset to our neighborhood and the City as a whole.

Please vote to approve this request.

Sincerely,

A handwritten signature in dark ink, appearing to read "Don Nielson", with a long horizontal flourish extending to the right.

Unikki McMillion
8602 N 72nd Place
Scottsdale, AZ 85250

January 9, 2019

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

Please support the proposed Palmeraie Phase II project located at Scottsdale Road and Indian Bend. I live nearby and believe that this mix of uses (Retail, Residential, and Office) is the important last piece of a great development. This high-end project will be a great asset to our neighborhood and the City as a whole.

Please vote to approve this request.

Sincerely,

A handwritten signature in black ink, appearing to read 'Unikki McMillion', followed by a long horizontal line extending to the right.

Alan Mowry

6812 N 73rd St • Scottsdale, AZ 85250

January 9, 2019

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

As a nearby property owner, I am writing to ask for your support for the last phase of the Palmeraie project located at Scottsdale Road and Indian Bend. The Palmeraie will add to the vibrancy of our neighborhood with a wonderful mix of uses that are needed in this area of Scottsdale. Five Star Development has a history of successful luxury projects, and I know they will use their expertise to create a great place to live, work, and play.

I urge you to support this project!

Sincerely,

A handwritten signature in dark ink, appearing to read "Alan Mowry", with a long, sweeping horizontal line extending to the right.

Susan Barker

6701 N Scottsdale Rd #16

Scottsdale, AZ 85250

January 9, 2019

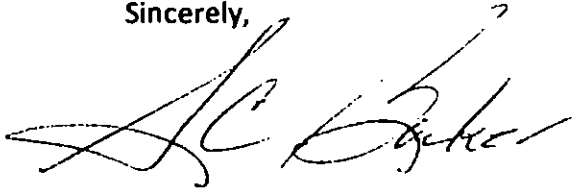
**Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251**

Dear Mayor and Council Members:

Please support the proposed Palmeraie Phase II project located at Scottsdale Road and Indian Bend. I live nearby and believe that this mix of uses (Retail, Residential, and Office) is the important last piece of a great development. This high-end project will be a great asset to our neighborhood and the City as a whole.

Please vote to approve this request.

Sincerely,

A handwritten signature in black ink, appearing to read 'Susan Barker', with a stylized flourish at the end.

Joanne Lewis

6701 N Scottsdale Rd # 21
Scottsdale, AZ 85250

January 9, 2019

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

As a nearby property owner, I am writing to ask for your support for the last phase of the Palmeraie project located at Scottsdale Road and Indian Bend. The Palmeraie will add to the vibrancy of our neighborhood with a wonderful mix of uses that are needed in this area of Scottsdale. Five Star Development has a history of successful luxury projects, and I know they will use their expertise to create a great place to live, work, and play.

I urge you to support this project!

Sincerely,

A handwritten signature in black ink, appearing to read 'Joanne Lewis', written over the word 'Sincerely,'.

Corynn Shotey

6701 N Scottsdale Rd #34
Scottsdale, AZ 85250

January 9, 2019

Mayor and City Council Members
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

Dear Mayor and Council Members:

I am writing today to show my support for the proposed Palmeraie project located at Scottsdale Road and Indian Bend Road. I live in the area and believe the final phase of this this mixed-use community will positively impact the area. The mixture of residential, retail, office and restaurant uses will be an appropriate addition to the community.

Please vote yes for this wonderful request.





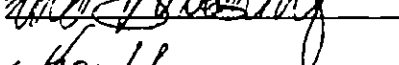
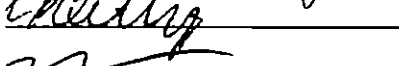
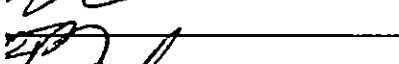
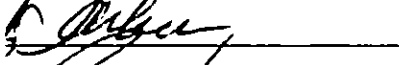


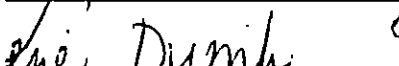
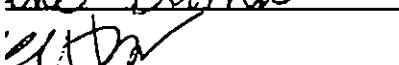
Sincerely,

A handwritten signature in black ink, appearing to read "Corynn Shotey", with a long, sweeping horizontal line extending to the right.

PETITION IN SUPPORT OF PALMERAIE- PHASE II

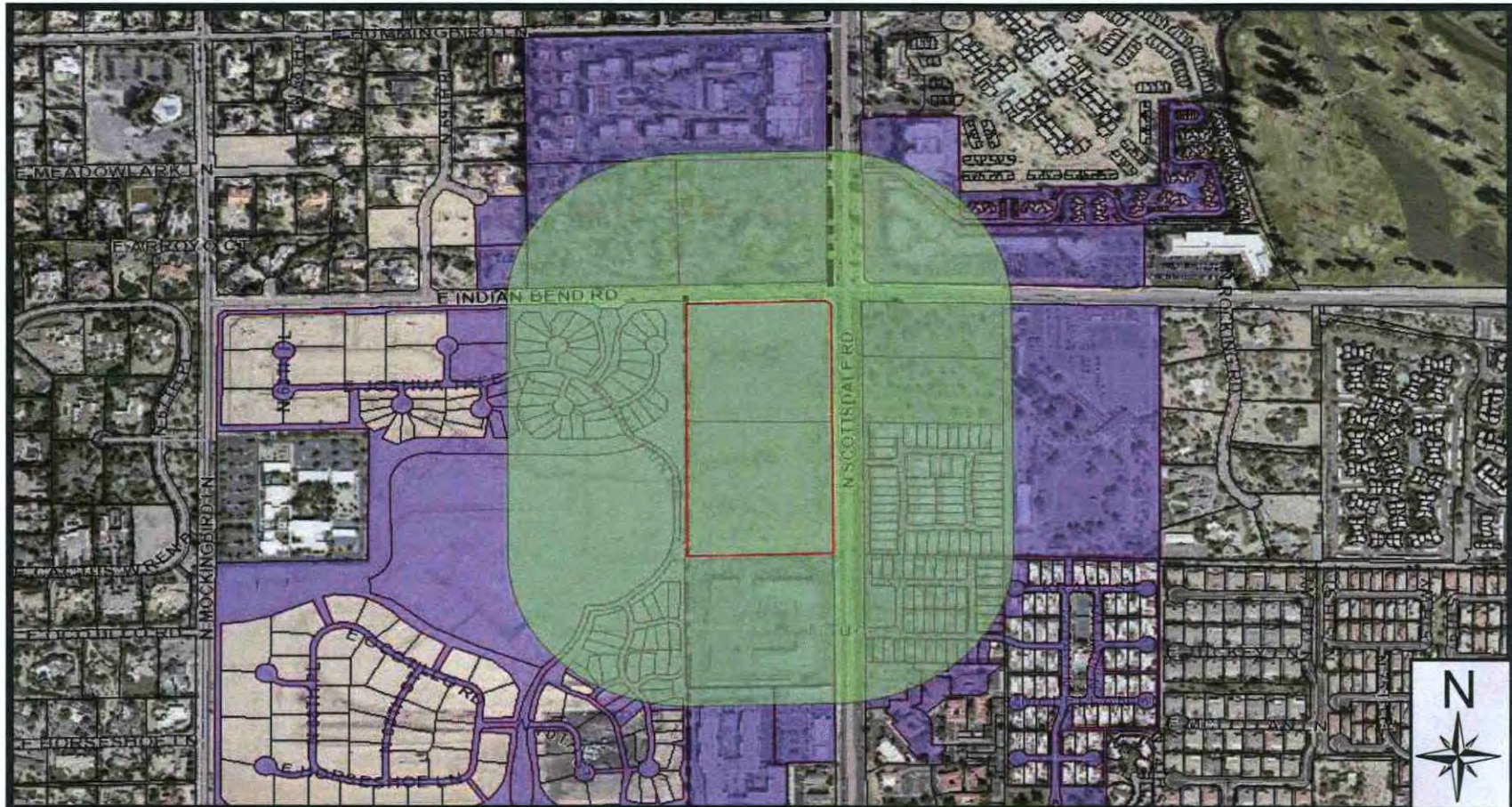
oundl and City Clerk:

I, support the proposed Palmeraie- Phase II project located at Scottsdale Road and Indian Bend Road. This request would result in the final piece of the Palmeraie mixed-use development consisting of office space, and restaurant uses. This proposed project is an excellent fit for this location and would be a welcomed addition to the community.

Signature	Printed Name	Address
	Richard Beamer	7301 E Cactus Wren Rd, Scottsdale, AZ
	DON NIELSON	7235 E Cactus Wren Rd Scottsdale AZ
	Unikki McMillian	6802 N 72nd PL Scottsdale AZ
	Diana Nushif	6825 N 72nd Pl Scottsdale AZ
	VIRGINIA Keilty	6831 N. 73rd St Scottsdale AZ
	Alan Mowmy	6812 N 73rd St Scottsdale AZ
	Curtiss Barker	6701 N. Scottsdale Rd #16 Scottsdale, 85200
	Susan Barker	" " " " "
	Jeanne Lewis	" " " " #24 Scottsdale 85250
	Catherine Durnik	6701 N. Scottsdale Rd #30 85200
	HEATHER HASEN	6701 N-Scottsdale 32 85250
	Corynn Shotey	6701 N. Scottsdale Rd Lot # 301

City Notifications – Mailing List Selection Map

ATTACHMENT #12



Additional Notifications:

Interested Parties List
 Adjacent HOA's
 P&Z E-Newsletter
 Facebook
 Twitter
 Nextdoor.com
 City Website-Projects in the hearing process

Pulled Labels
 March 8, 2019

Map Legend:



Site Boundary



Properties within 750-feet

Postcards: 173

7-ZN-2016#2



**SCOTTSDALE DEVELOPMENT REVIEW BOARD
REMOTE ELECTRONIC MEETING
Thursday, October 1, 2020**

SUMMARIZED MEETING MINUTES

PRESENT:

Suzanne Klapp, Councilmember
Paul Alessio, Planning Commissioner
Joe Young, Design Member
Shakir Gushgari, Design Member
Doug Craig, Design Member
Michal Ann Joyner, Development Member

ABSENT:

William Scarbrough, Vice Chair

STAFF:

Brad Carr
Joe Padilla
Melissa Berry
Brian Hancock
Al Kane

CALL TO ORDER

Councilwoman Klapp called the meeting of the Development Review Board to order at 1:00 PM.

ROLL CALL

A formal roll call was conducted confirming members present as stated above.

ADMINISTRATIVE REPORT

1. Identify supplemental information, if any, related to October 1, 2020 Development Review Board agenda items, and other correspondence.

**BRAD CARR NOTED ADDITIONAL PUBLIC COMMENT RECEIVED
REGARDING REGULAR AGENDA ITEM #3. MR. CARR ALSO DISCUSSED
UPCOMING ITEMS FOR THE 10/15/2020 AND 11/5/2020 DEVELOPMENT
REVIEW BOARD HEARINGS. MR. CARR CONCLUDED WITH AN
ACKNOWLEDGEMENT OF THE SERVICE OF VICE CHAIR SCARBROUGH,
BOARD MEMBER YOUNG AND MELISSA BERRY WITH THE DRB.**

- * Note: These are summary action minutes only. A complete copy of the meeting audio/video is available on the Development Review Board website at:

http://scottsdale.granicus.com/ViewPublisher.php?view_id=36

MINUTES

2. Approval of the September 17, 2020 Development Review Board Meeting Minutes and Study Session Meeting Minutes.

BOARD MEMBER CRAIG MOVED TO APPROVE THE SEPTEMBER 17, 2020 DEVELOPMENT REVIEW BOARD MEETING MINUTES INCLUDING STUDY SESSION MEETING MINUTES, 2ND BY BOARD MEMBER YOUNG. THE MOTION CARRIED UNANIMOUSLY IN FAVOR BY COUNCILWOMAN KLAPP, COMMISSIONER ALESSIO, BOARD MEMBERS YOUNG, GUSHGARI, JOYNER, AND CRAIG WITH AN AYE VOTE OF SIX (6) TO ZERO (0).

REGULAR AGENDA

3. 7-ZN-2016#2 (Palmeraie Phase II)

Pursuant to the requirements of the Planned Regional Center (PRC) zoning district, the applicant is requesting a review by the Development Review Board with a subsequent recommendation to the Planning Commission regarding the Development Plan and proposed amended development standards for building height up to 90 feet and floor area ratio (FAR) up to 1.0 for a proposed mixed-use development proposal with retail, office, restaurant and residential uses on a +/- 20-acre site with PRC zoning.

6990 N. Scottsdale Road

Nelsen Partners, Inc., Architect/Designer

BOARD MEMBER YOUNG MOVED TO RECOMMEND APPROVAL OF 7-ZN-2016#2, 2ND BY BOARD MEMBER GUSHGARI. THE MOTION CARRIED UNANIMOUSLY IN FAVOR BY COUNCILWOMAN KLAPP, COMMISSIONER ALESSIO, BOARD MEMBERS YOUNG, GUSHGARI, JOYNER, AND CRAIG WITH AN AYE VOTE OF SIX (6) TO ZERO (0).

ADJOURNMENT

With no further business to discuss, the regular meeting of the Development Review Board adjourned at 1:59 PM.



**SCOTTSDALE PLANNING COMMISSION
KIVA-CITY HALL
3939 DRINKWATER BOULEVARD
SCOTTSDALE, ARIZONA**

WEDNESDAY, OCTOBER 28, 2020

***DRAFT SUMMARIZED MEETING MINUTES ***

PRESENT: Paul Alessio, Chair
Prescott Smith, Vice Chair
Renee Higgs, Commissioner
William Scarbrough, Commissioner
Joe Young, Commissioner
Barry Graham, Commissioner
George Ertel, Commissioner

ABSENT:

STAFF: Tim Curtis
Joe Padilla
Bronte Ibsen
Brad Carr
Greg Bloemberg
Bryan Cluff
Jesus Murillo

CALL TO ORDER

Chair Alessio called the regular session of the Scottsdale Planning Commission to order at 5:03 p.m.

ROLL CALL

A formal roll call was conducted confirming members present as stated above.

MINUTES REVIEW AND APPROVAL

1. Approval of June 14, 2019 Regular Meeting Minutes including Study Session.

Vice Chair Smith moved to approve the October 14th, 2020 regular meeting minutes. 2nd by Commissioner Scarbrough.

* Note: These are summary action minutes only. A complete copy of the meeting audio is available on the Planning Commission page on ScottsdaleAZ.gov, search "Planning Commission"

The motion carried unanimously with a vote of seven (7) to zero (0); by Chair Alessio, Commissioner Smith, Commissioner Higgs, Commissioner Scarbrough, Commissioner Young, Commissioner Graham and Commissioner Ertel.

CONTINUANCE

2. 9-ZN-2020 (The Scottsdale Collection) & 1-II-2020 (The Scottsdale Collection)

Continued to the November 18, 2020 meeting.

Request by owner for a Zoning District Map Amendment for multiple parcels from Central Business, Parking P-3 District, Downtown Overlay and Parking P-2 District; Vehicle Parking, Downtown Overlay (C-2/P-3 DO and P-2 DO), Central Business, Downtown Overlay (C-2 DO), and Highway Commercial, Downtown Overlay (C-3 DO) zoning to Downtown/Downtown Multiple Use - Type 3, Planned Block Development, Downtown Overlay (D/DMU-3 PBD DO) zoning, with an Infill Incentive (II) District to allow for amended development standards at the Old Town boundary, and a Development Plan with development standards, and a Parking Master Plan on an overall +/- 10.2-acre (gross land area) site generally located between E. Camelback Road to the north, N. Civic Center Plaza to the east, E. 6th Avenue to the south, and N. Scottsdale Road to the west. Staff contact person is Greg Bloemberg, 480-312-4306. **Applicant contact person is John Berry, 480 385-2727.**

3. 9-AB-2020 (The Scottsdale Collection)

Continued to the November 18, 2020 meeting.

Request by owner to abandon alley right-of-way, varying in width from 18 feet to 20 feet, between E. Indian Plaza to the north and E. Shoeman Lane to the south, bordered by parcels 173-41-260, 173-41-182, 173-41-183 and 173-41-259. Staff contact person is Greg Bloemberg, 480-312-4306. Applicant contact person is John Berry, 480 385-2727.

Items No's 2&3; Motion to continue cases 9-ZN-2020, 1-II-2020, and 9-AB-2020 (the Scottsdale Collection) until the November 18th, 2020 Planning Commission meeting made by Commissioner Graham. 2nd by Commissioner Higgs. With Vice Chair Smith recusing himself.

The motion carried unanimously with a vote of six (6) to zero (0); by Chair Alessio, Commissioner Higgs, Commissioner Scarbrough, Commissioner Young, Commissioner Ertel, and Commissioner Graham.

CONSENT AGENDA

4. 5-AB-2020 (Osterkamp GLO Abandonment)

Request by owner to abandon the 33-foot-wide GLO easement located along the western and southern boundaries, and the western 8 feet of the 33-foot-wide GLO easement located along the eastern boundary of parcel 217-32-046A, with Single-family Residential, Environmentally Sensitive Lands (R1-43 ESL) zoning located at 10050 N. 126th Street. Staff contact person is Jesus Murillo, 480-312-7849. **Applicant contact person is Wayne Rosendahl, 480-599-1263.**

Item No. 4; Moved to Regular Agenda.

Motion by Commissioner Higgs to recommend City Council for approval of case 5-AB-2020; per the staff recommended stipulations, after determining that the proposed Abandonment is consistent and conforms with the adopted General Plan. 2nd by Commissioner Ertel.

The motion carried unanimously with a vote of seven (7) to zero (0); by Chair Alessio, Vice Chair Smith, Commissioner Higgs, Commissioner Scarbrough, Commissioner Young, Commissioner Ertel, and Commissioner Graham.

Request to Speak Cards: Susan Houde

Written Comment by: Susan Houde, and Andre Lamarre.

5. 8-UP-2020 (Lucid Fashion Square Mall)

Request by owner for approval of a Conditional Use Permit for vehicle leasing, rental or sales in a 2,799 square foot space within Suite #1428 of Scottsdale Fashion Square mall, with Downtown/ Downtown Regional Use Type-2 Planned Block Development Downtown Overlay (D/DRU-2 PBD DO) zoning, located at 7014 E Camelback Road. Staff contact person is Bryan Cluff, 480-312- 2258. Applicant contact person is Timothy Gudgel, 650 454-9302.

Item No. 5; Motion by Commissioner Young for a recommendation to City Council for approval of case 8-UP-2020, per the staff recommended stipulations, based upon the finding that the Conditional Use Permit criteria have been met. 2nd by Commissioner Ertel.

The motion carried unanimously with a vote of seven (7) to zero (0); by Chair Alessio, Vice Chair Smith, Commissioner Higgs, Commissioner Scarbrough, Commissioner Young, Commissioner Ertel, and Commissioner Graham.

6. 14-ZN-2018 (Continental)

Moved to Regular Agenda.

Request by owner for a Zoning District Map Amendment from Highway Commercial (C-3) to Planned Unit Development (PUD) zoning, including a development plan and amended development standards for setbacks and setbacks, for a mixed-use development consisting of 281 dwelling units and 10,125 square feet of commercial floor area, on a +/- 4.32-acre site located at 1000 N. Scottsdale Road. Staff contact person is Greg Bloemberg, 480-312-4306. Applicant contact person is Jason Morris, 602-230-0600.

Item No 6; Motion by Commissioner Ertel for a recommendation to City Council for approval of case 14-ZN-2018, per the staff recommended stipulations after determining that the proposed Zoning District Map Amendment is consistent and conforms with the adopted General Plan. 2nd by Vice Chair Smith.

The motion carried unanimously with a vote of seven (7) to zero (0); by Chair Alessio, Vice Chair Smith, Commissioner Higgs, Commissioner Scarbrough, Commissioner Young, Commissioner Ertel, and Commissioner Graham.

Written Comment by: Karin L. Crawford.

REGULAR AGENDA

7. 7-ZN-2016#2 (Palmeraie Phase II)

Request by owner for a zoning district map amendment from Planned Regional Center (PRC) zoning to Planned Regional Center, Planned Shared Development overlay (PRC PSD) zoning, with approval of an amended Development Plan for the site that includes amended development standards for building height up to 90 feet (inclusive of rooftop appurtenances) and an increase of the floor area ratio (FAR) to a maximum of 1.0, on a +/-20-acre site located at 6990 N. Scottsdale Road. Staff contact person is Brad Carr, AICP, 480-312-7713. Applicant contact person is George Pasquel III, 602-230-0600.

Item No. 7; Motion by Commissioner Ertel to recommend to City Council for approval of case 7-ZN-2016#2, per the staff recommended stipulations with a 116-unit amendment subject to traffic mitigation, after determining that the proposed Zoning District Map Amendment is consistent and conforms with the adopted General Plan. 2nd by Commissioner Young. With Vice Chair Smith recusing himself.

The motion carries with a vote of five (5) to one (1); with Chair Alessio, Commissioner Higgs, Commissioner Scarbrough, Commissioner Young, and Commissioner Ertel voting in favor, and Commissioner Graham voting against.

Request to Speak Cards: Susan Wesley, McKenna Wesley, Heather Wagenhals, Barry Lewis, Beth McRae, Monica Samuels, Cynthia Sassi, Ali Saman Chopra, and Oscar De Las Salas.

Written Comment by: Douglas Cole

8. 13-ZN-2020 (Axon)

Request by applicant for a zoning district map amendment from Planned Community (P-C) District to Planned Community District with the P-C comparable Industrial Park District (P-C I-1), including a development plan and an amendment to the maximum building height, for The Axon Building only, from 52 feet (exclusive of rooftop appurtenances) to 82 feet (exclusive of rooftop appurtenances) on a +/- 30-acre portion of a +/-60-acre site located at the southeast corner of Hayden Road and Loop 101. Staff contact person is Greg Bloemberg, 480-312-4306. Applicant contact person is Charles Huellmantel, 480-921-2800.

Item No. 8; Motion by Commissioner Young for a recommendation to City Council for approval of case 13-ZN-2020, per the staff recommended stipulations after determining that the PCD findings have been met, and the proposed Zoning District Map Amendment is consistent and conforms with the adopted General Plan. 2nd by Commissioner Scarbrough.

The motion carried unanimously with a vote of seven (7) to zero (0); by Chair Alessio, Vice Chair Smith, Commissioner Higgs, Commissioner Scarbrough, Commissioner Young, Commissioner Ertel, and Commissioner Graham.

Written comment by: Christopher Harper, Erin Harper, and Ed Grant.

ADJOURNMENT

With no further business to discuss, the regular session of the Planning Commission adjourned at 8:41 p.m.

Palmeraie Phase II

7-ZN-2016#2 & 3-DA-2020

City Council
November 30, 2020

Coordinator: Brad Carr, AICP, LEED-AP



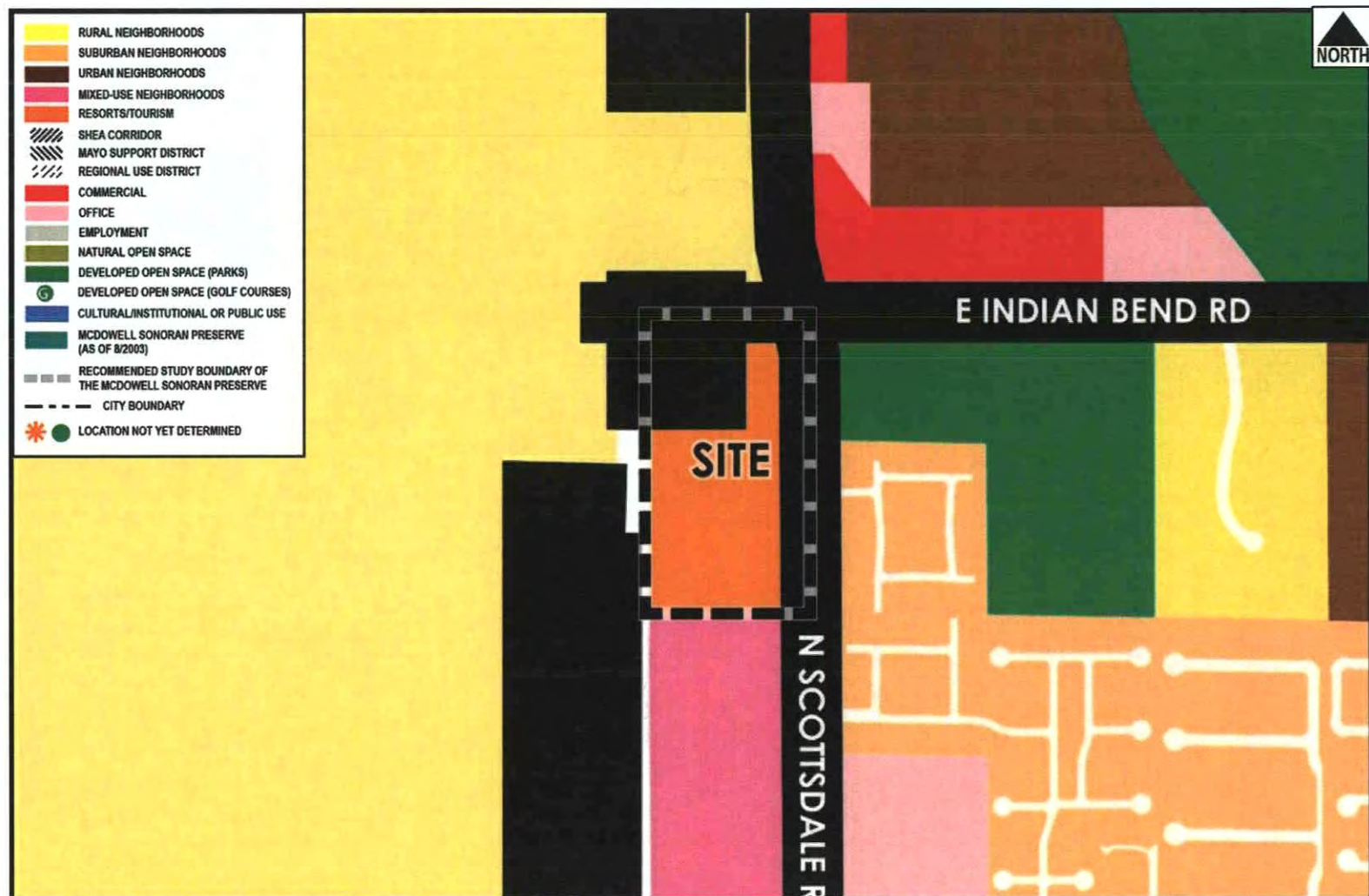
Context Aerial

7-ZN-2016#2



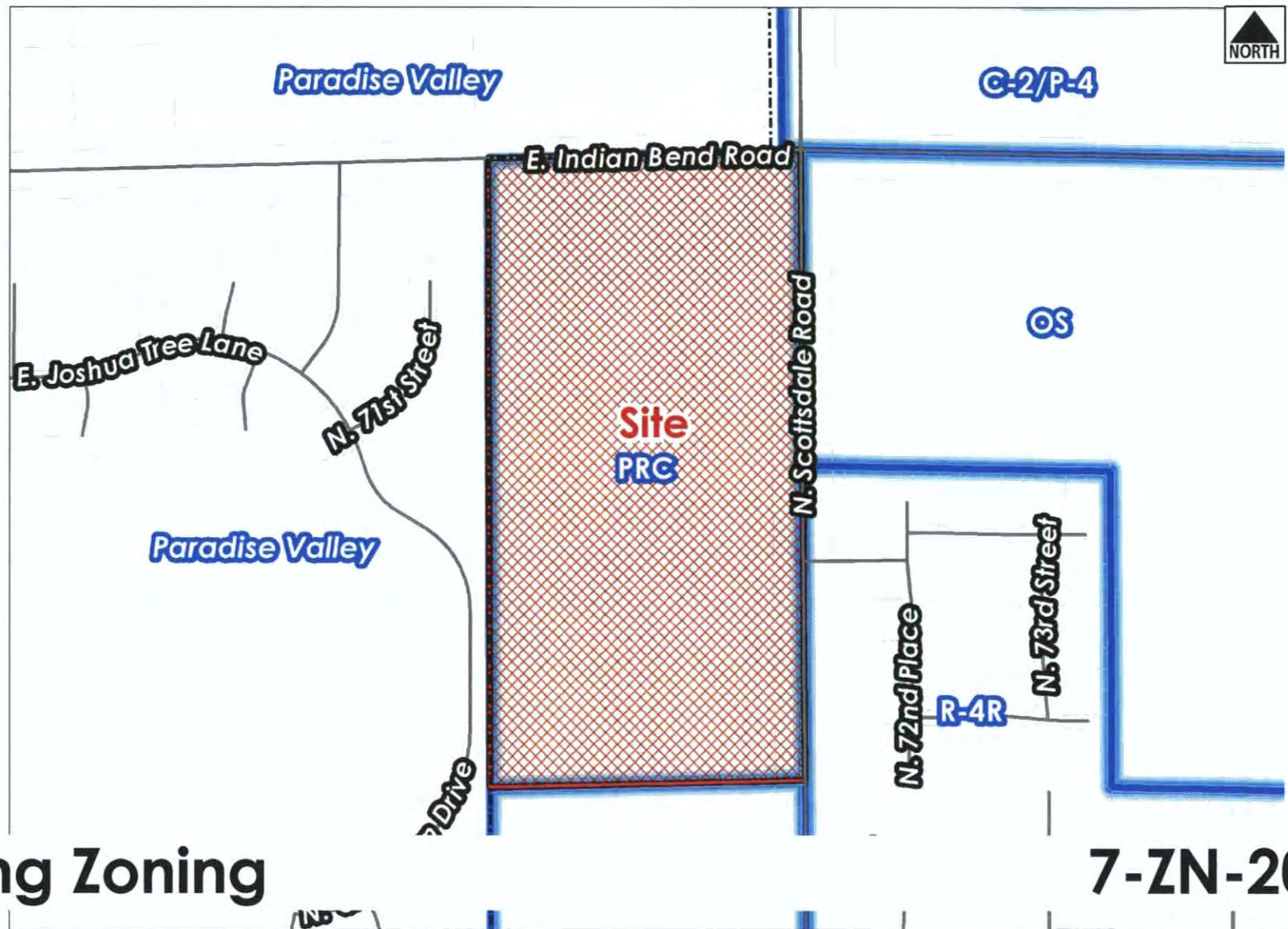
Detail Aerial

7-ZN-2016#2



Existing General Plan Land Use

7-ZN-2016#2

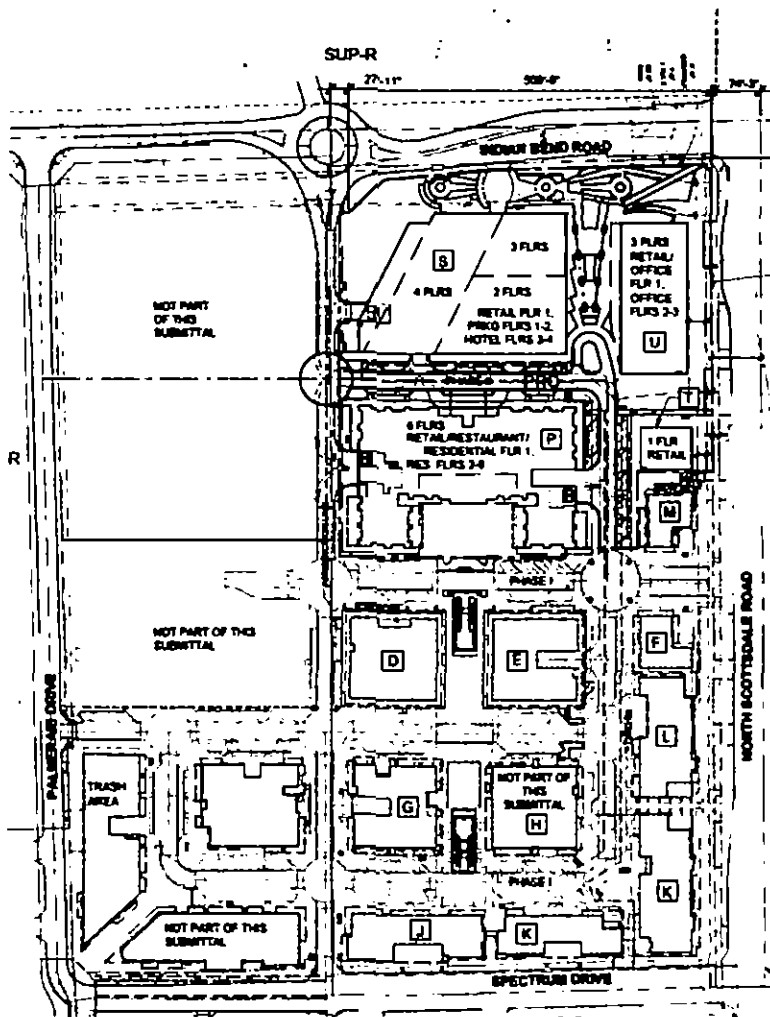


Property owner is requesting approval by the City Council for a zoning district map amendment to amend the Development Plan for the Phase II portion of the site, including an amendment to the maximum building height to allow up to a maximum of 90 feet and an amendment to the maximum floor area ratio up to a maximum of 1.0. The proposal also requests the Planned Shared Development (PSD) overlay on the overall site.

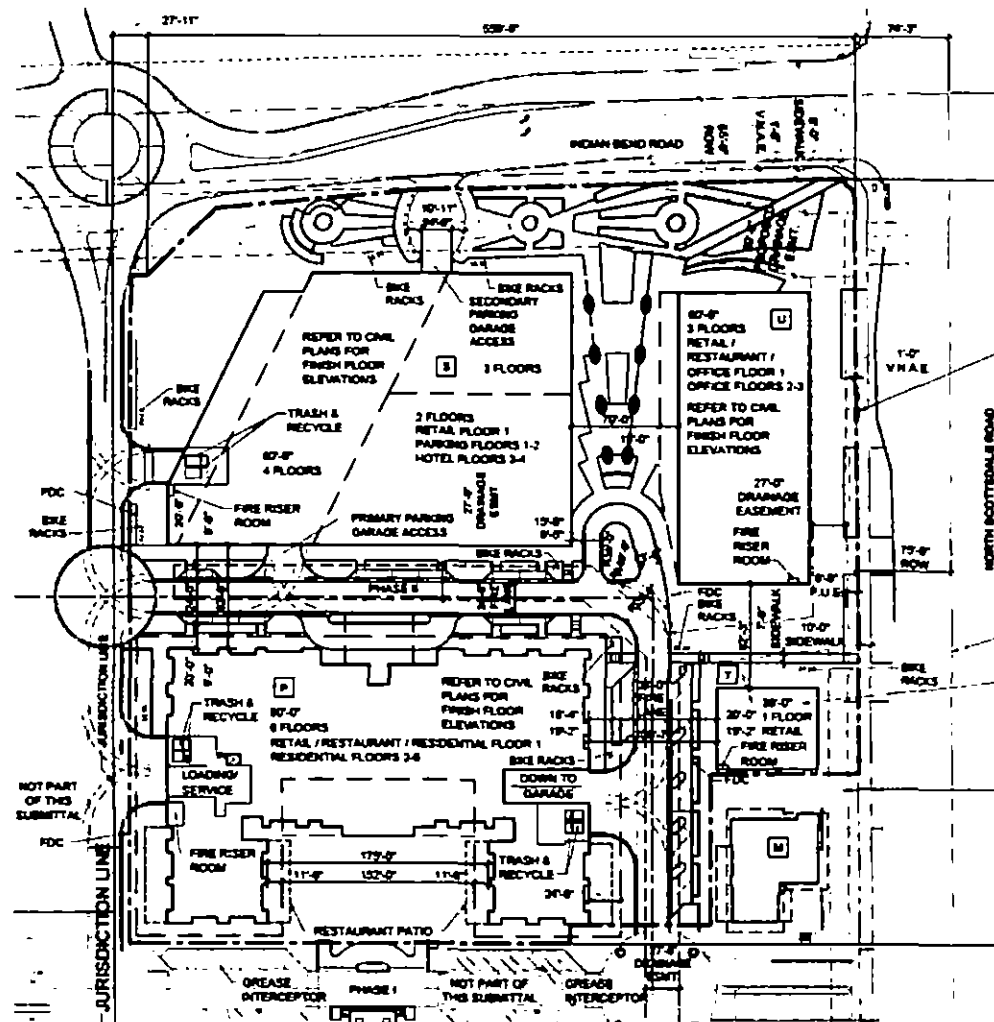
(Zoning Ordinance, Sec. 5.2608. & 6.1400.)

Request

7-ZN-2016#2



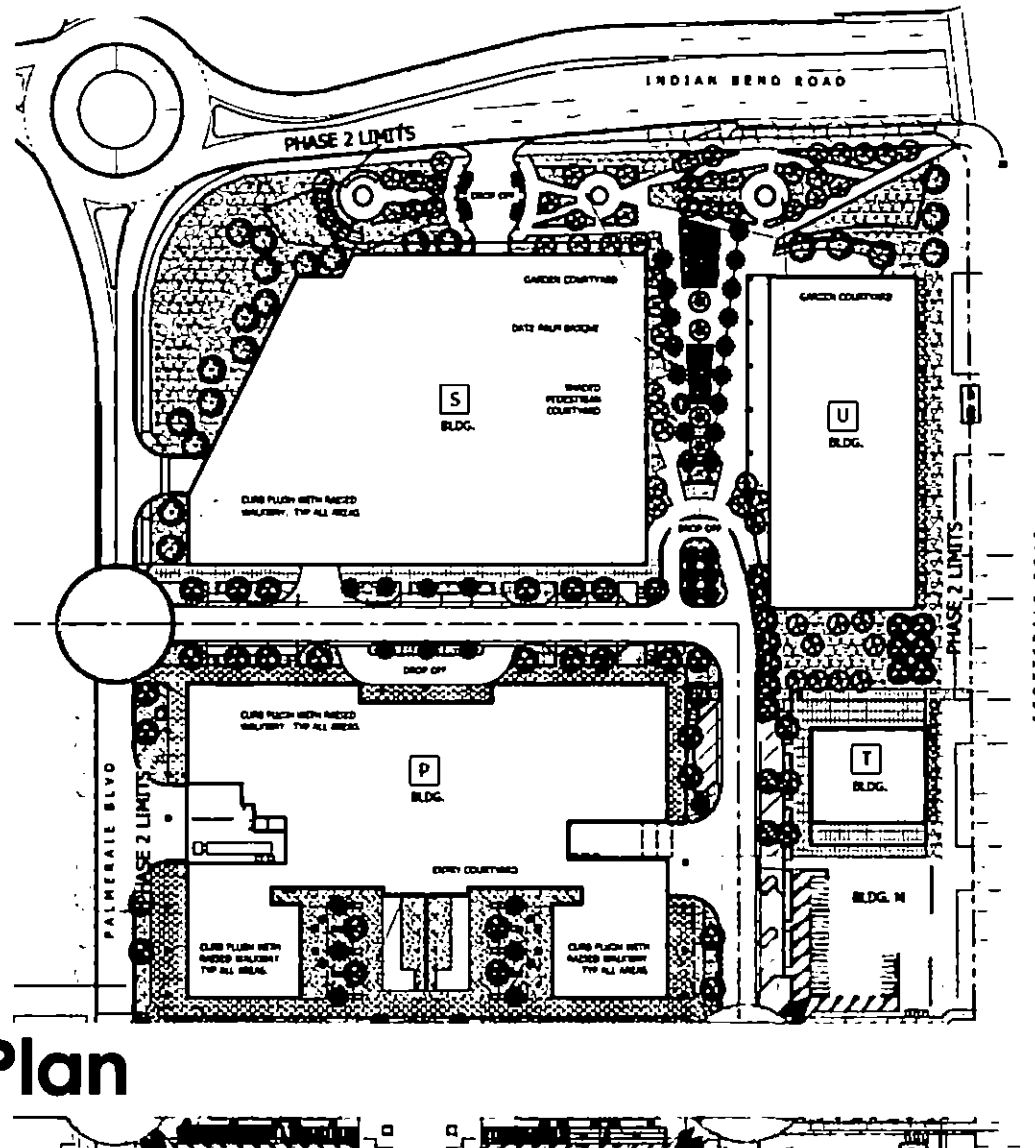
Site Plan



7-ZN-2016#2

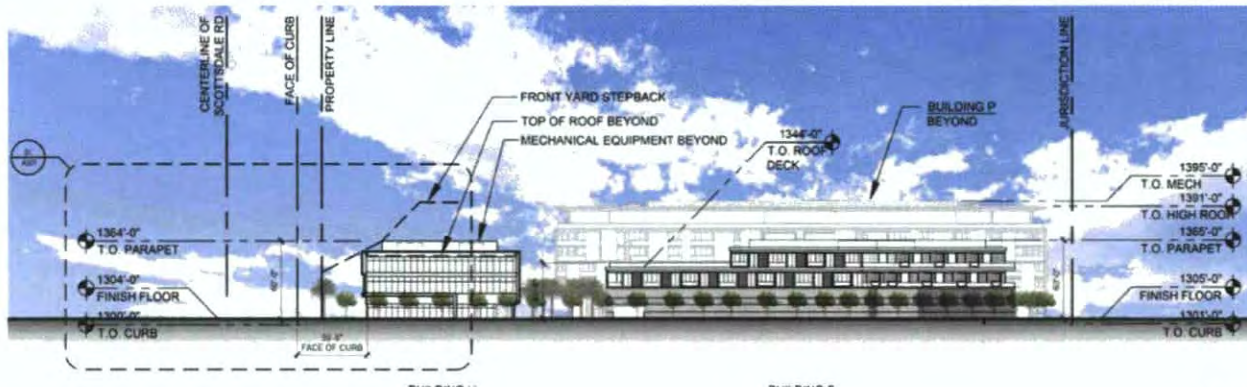
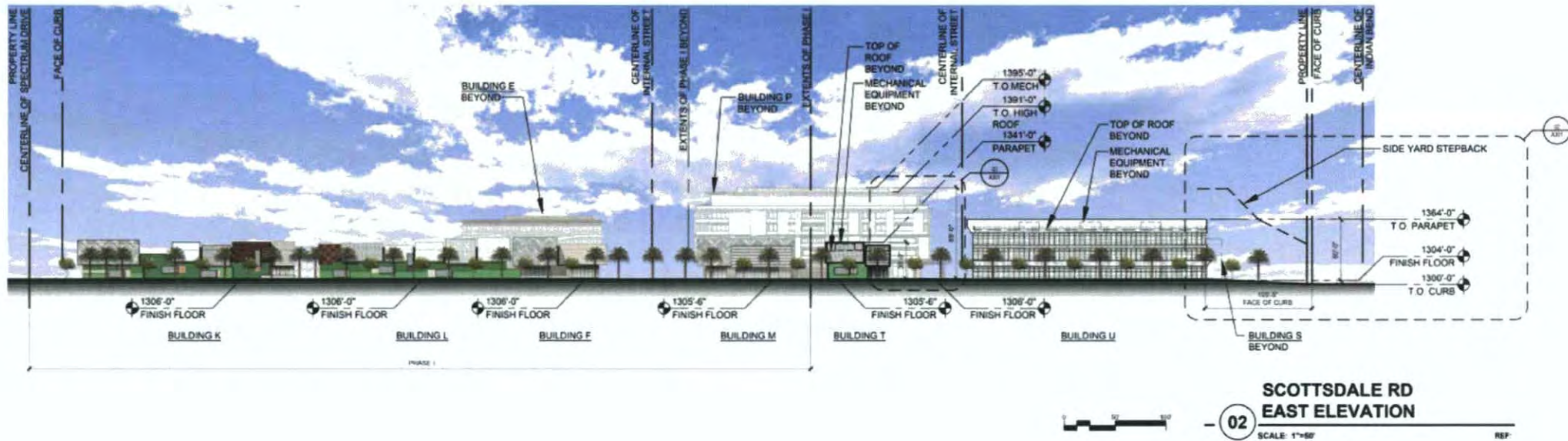
SCALE 1/8" = 1'-0"

SCALE 1/8" = 1'-0" SITE PLAN - ENLARGED



Landscape Plan

7-ZN-2016#2



Elevations

7-ZN-2016#2



Perspectives



7-ZN-2016#2

- Existing Use: Vacant
- Proposed Use: Mixed Use (retail, office, residential)
- Property Size: 17.15 acres (net), 20 acres (gross)
- Residential Space: 198,346 sf (overall site)
- Non-Residential Space: 521,852 sf (overall site)
- Total Building Area: 720,198 sf (overall site)
- Floor Area Ratio Allowed: 0.8
- Floor Area Ratio Proposed: 1.0 (achieved through bonus)
- Building Height Allowed: 60 feet (exclusive of rooftop appurtenances)
- Building Height Proposed: 90 feet (inclusive of rooftop appurtenances)
- Dwelling Units Allowed: 422 units (overall site)
- Dwelling Units Proposed: 41 units (overall site)

Project Data

7-ZN-2016#2

Palmeraie Phase II

7-ZN-2016#2 & 3-DA-2020

City Council

November 30, 2020

Coordinator: Brad Carr, AICP, LEED-AP

Cordova, Rommel

From: notifications@cognitoforms.com on behalf of City of Scottsdale
<notifications@cognitoforms.com>
Sent: Monday, November 30, 2020 12:47 PM
To: Jagger, Carolyn; Butteweg, Cathleen; Cordova, Rommel; Kiva Presentation
Subject: City Council Written Public Comment Form - William Lykins

⚠ External Email: Please use caution if opening links or attachments!

City of Scottsdale

City Council Written Public Comment Form 11-30-2020 Meeting

[View full entry at CognitoForms.com.](#)

Entry Details

Agenda Item

WHAT WOULD YOU LIKE TO
COMMENT ON?

An item on the agenda

WHICH AGENDA ITEM ARE YOU
COMMENTING ON?

5. Palmeraie Phase II (7-ZN-2016#2 and 3-DA-2020) - Regular Agenda

FOR THE AGENDA ITEM, DO YOU:

Support

Comment

COMMENT

Dear Mayor Lane and Scottsdale City Council Members,

As a long time resident of Scottsdale I have been following the Ritz-Carlton/Palmeraie project with interest. I believe the Fendi Residences will bring an added air of sophistication and enhance Scottsdale's reputation as a tourist mecca and a great place to live and work. The increased height of 10' is a non issue fir me. I hope Mayor Lane and city council will support case 7 ZN-2016#2 to insure the progress of this project. Thank you for your time and consideration.

Respectfully, William Lykins
6526 East Cypress Street, Scottsdale 85257

Name

FULL NAME William Lykins

Contact Information

EMAIL wmlewis@wmlewislykins.com

PREFERRED PHONE (602) 625-0685

ADDRESS 6526 E Cypress St

CITY Scottsdale